

NOTE

**SPECIAL
ANNOUNCEMENT
PAGE 5**

may 1958

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UNIVERSITY MICROFILMS
315 NORTH FIRST ST.
ANN ARBOR, MICH.

manufacturers record

THE NEWSMAGAZINE OF THE INDUSTRIAL SOUTH AND SOUTHWEST

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Hi-Cal Completes \$38 Million Unit	P. 9
\$10 Million Carling Brewery in Operation	P. 9
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Savannah—Georgia's Ocean Gateway	P. 21



Patent Button Company of Tennessee's Snoddy heads team with rare know-how in plastics molding field. Page 37



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Manufacturers record

THE NEWSMAGAZINE OF SOUTHERN
SCIENCE AND INDUSTRY—EST. 1882

Volume 127 May 1958 Number 5

EPA

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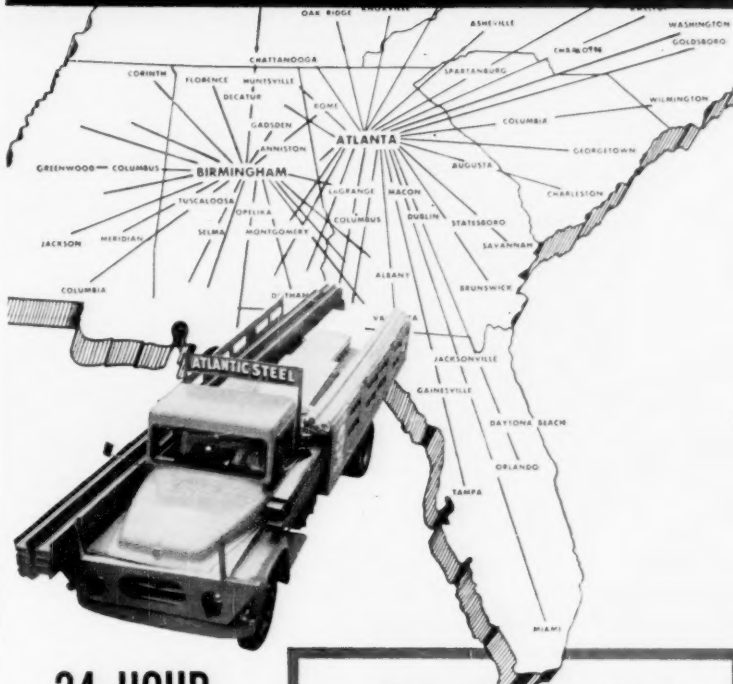
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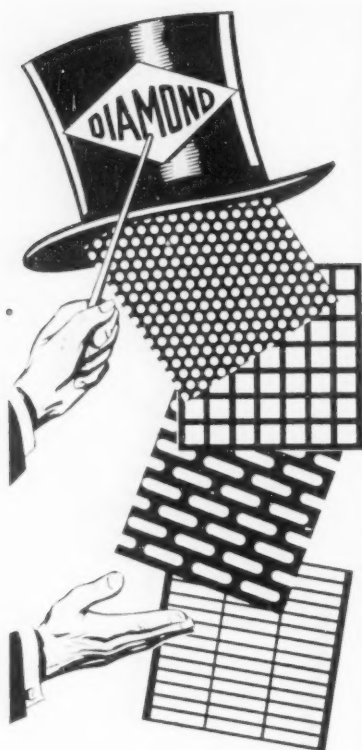


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LETTERS

SIRS: Wish to commend you on your splendid editorial "There's One in Every Crowd," page 5 of your March issue, and suggest three questions to be put to the gentleman in question—

- (a) Oh croaker of ills, when will our good deeds command thy song?
- (b) Don't you think it is a poor fledgling that befools its own nest?
- (c) Is it not strange what some men will do for "thirty pieces of silver?"

George C. Oliver
GEORGE C. OLIVER COMPANY
Tampa 1, Florida

SIRS: . . . I want to take this opportunity to applaud you for your excellent editorial taking issue with the dire forecast on Dixie's future by Hodding Carter. We need more such straight-from-the-shoulder speaking by editors everywhere, particularly those in the South . . .

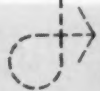
Eugene Phillips, Manager
News Bureau
DELTA AIR LINES, INC.

SIRS: When I first read the "Write-Down" by Hodding Carter, I was tempted to express my feelings to *Look* magazine . . . I was very pleased to read your comments, and I am sure people who have read it are proud of you. It is only too bad that many of the people who read the *Look* article did not have an opportunity to read your comments . . . I want to take this opportunity to tell you that I have been one of your subscribers for many years, and have always enjoyed your publication.

Fred C. Heppel
Memphis, Tennessee

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machined
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parts,
assemblies,
sub-assemblies
for
industry.
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and production
facilities
for
all
types
of
contract
and sub-contract
manufacturing

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SIRS: I appreciated your thoughtfulness in sending me a copy of the March, 1958, issue of MANUFACTURERS RECORD containing an answer to Hodding Carter's article entitled "The Shrinking South." I have taken the liberty of having this editorial reproduced and have mailed it to several of our stockholders who inquired regarding the accuracy of Mr. Carter's article. It is not unlikely that we will want to send this paper and other similar rejoinders as a mailing piece to all stockholders within the next few weeks. Is that agreeable? . . .

Harlie Branch, Jr., President
THE SOUTHERN COMPANY
Atlanta 9, Georgia

SIRS: I think the issue (Water Rich Charleston, March issue) is excellent . . . If it isn't too much trouble, I would like a few extra copies of the issue.

Harold A. Petit, Vice President
SOUTH CAROLINA ELECTRIC &
GAS COMPANY
Charleston, South Carolina

SIRS: I have enjoyed reading MANUFACTURERS RECORD for many years. I am always interested in your summary of new plants and expansions . . .

James O. Picone, Manager
GREATER SAN ANTONIO
DEVELOPMENT COMMITTEE
San Antonio, Texas

SIRS: I have become a regular reader of your magazine, which is delivered monthly to our school library. I enjoy reading the magazine very much, especially the monthly feature saluting a southern city or metropolitan area possessing outstanding opportunities for growth. I am writing this letter to say that I hope the capital of my state, Columbia, South Carolina, will soon be the subject in one of these articles on promising cities or areas . . .

Jesse Roberts
Furman University
Greenville, South Carolina

SIRS: Yes, there's one in every crowd, and unfortunately this one happens to be in Mississippi. Louisiana wouldn't tolerate the "gentleman" and he was asked to leave, settling in Mississippi.

As you so aptly pointed out in the March issue of MR, there's hardly a state in the Union without a number of small communities which have steadily lost population. It most certainly is not peculiar to the South!

It appears to me that Mr. Carter could do something constructive to assist his adopted state (oh, rue the day) and the South as a whole instead of writing such "trash" . . . However, as long as the Yankee controlled publications pay him for what they want to hear, we can expect him to continue . . .

Name withheld

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SHOP TALK

MEET THE STAFF:

Versatile Pruett



A marvel of versatility is William Pruett, enterprising young executive representative of MR. It's not unusual to see him drawing an ad layout with one hand and writing a feature article with the other, while talking on the phone to a member of the Southern Association of Science and Industry, of which he serves as administrative officer.

A native of Atlanta, Bill was educated at the University of Georgia, where he majored in journalism and commercial art. He is an artist of some note, having had two of his paintings on exhibit in Europe as part of a traveling show of American college art student's work. Bill used to do originals for close friends, but says he doesn't have time anymore.

His hobby occupies most of his time nowadays. His hobby is Nancy Hart, the girl he's going to marry next month, and Bill is busy adjusting his bachelor life. Recently he moved out of the "house that parties built," transporting the hi-fi equipment he threw together one night, millions of records, and his artist's equipment into a more subdued and much saner apartment with a garbage disposal.

Bill's interests and accomplishments are staggering. He's appeared with a semi-professional stock company, has been affiliated with legitimate theatre, brushed shoulders with several phases of advertising, worked for a department store and a newspaper, done a stint as a radio actor and writer, served his term with Uncle Sam, done a stretch with Lockheed Aircraft Corporation, and he hasn't celebrated his 28th birthday yet.

Bill is a member of the National Society of Art Directors, the Mickey Mouse Club, and the Atlanta Art Directors Club.



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CONNORS STEEL DIVISION

BUSINESS BRIEFS

► **New district offices** for R. L. Polk & Company, directory publishers, direct mail specialists and statisticians for the automotive industry, have moved their Southwestern District offices into a new 12,000-square-foot building the Service Center of Brook Hollow Industrial District at Dallas. More than 60 employees are located in the building.

► **A new South-Central** district sales office has been opened by American Potash & Chemical Corporation at Shreveport, Louisiana. It will handle the company's expanding interests in Louisiana, Mississippi, and parts of Alabama, Texas, Oklahoma and Arkansas. William W. Young has been named district sales manager for the branch.

► **Employees of Radford Arsenal**, an Army Ordnance Corps facility operated by Hercules Powder Company at Radford, Virginia, have won a nation-

wide safety record for the fuses and powder industry. The workers have operated more than 6.5 million man hours without a lost-time accident. An award of honor for the record was presented during special ceremonies at Radford by the National Safety Council.

► **Development specialists** from eleven states will participate in the annual meeting of the Southeastern Community Development Association to be held in Lexington, Kentucky, July 16 through 18. The theme of the sessions will be "New Approaches to Community Development."

► **The 86th annual** meeting of the Manufacturing Chemists' Association will be held June 12 through 14 at the Greenbrier in White Sulphur Springs, West Virginia. It is anticipated that more than 700 chemical industry executives will attend. Program Chairman is S. B. Penick, Jr., president of S. B. Penick & Company, New York. The

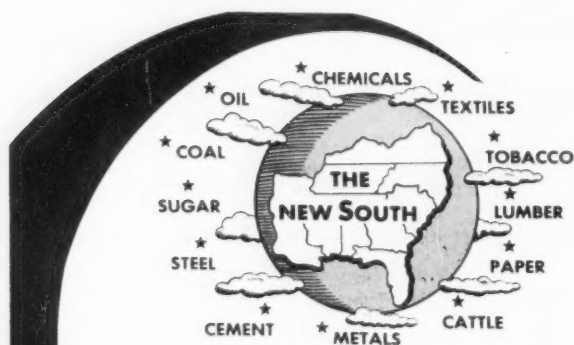
MCA is an industry group representing more than 90 per cent of the chemical production capacity in the United States.

► **A development contract** to produce field-test quantities of a new weight-saving, cost-reducing plastic cartridge case for artillery shells has been awarded to Tube Turns Plastics, Inc., of Louisville, Kentucky, it has been announced by the Naval Ordnance Laboratory at Silver Spring, Maryland. The NOL recently developed the new plastic cases for the Army. Several hundred of the plastic shell cases for the 105-millimeter howitzer will be manufactured for actual test firings to be conducted at the Army's Aberdeen Proving Ground.

► **Burlington Hosiery Company** of Greensboro, North Carolina, has acquired Jerks Socks, Inc., of Cincinnati. The joint announcement made by the two companies said that Jerks Socks will be operated as a division, with no change in personnel or management. Burlington Hosiery is a division of Burlington Industries, Inc., which is one of the nation's biggest textile enterprises.

► **Stimulation provided** by the Southern Regional Advisory Council on Nuclear Energy has prompted the state departments of education of three Southern states to participate in a special teacher training program this year designed to increase the interest of high school students in science and scientific subjects. Five other Southern states are planning to participate later.

► **Fisk University** will sponsor its ninth annual Infrared Spectroscopy Institute August 25 through 29. The Fisk Infrared Institute serves to introduce chemists, biologists, physicists and engineers to infrared spectroscopy and its use in industrial and academic research and in teaching. Morning sessions will be devoted to introductory lectures, afternoons to laboratory work, and evenings to lectures on topics of a specialized nature. Laboratory facilities will include a variety of single and double beam spectrometers of recent design, together with the latest sampling accessories. More information and application forms may be obtained by writing Nelson Fund, Infrared Spectroscopy Institute, Fisk University, Nashville.



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ANOTHER MILESTONE FOR THE RECORD

Next Month Your Magazine Will Have A New Look . . .

Here's The Background For A Bold Undertaking

A little over two years ago, our company bought MANUFACTURERS RECORD. We were impressed with the magazine's rich heritage, its audience of distinguished business leaders and its reputation as an advocate of sound economic and governmental principles.

Today, we're even more impressed with the RECORD's influence and prestige. In fact, we think the publication can and should seek a wider field of readership and service.

In recent years, the RECORD has gained important readers in all sections of the country. It is evident that these executives are interested in the things we report.

At the same time, we know that the more far-sighted business leaders of the South no longer are content to have a regional viewpoint. Their sights are higher. A substantial proportion of the firms which receive the RECORD today are concerned with national business affairs, and their number is growing rapidly with the economic progress of the South.

Sectionalism is declining rapidly in the South and in other parts of the nation. With commercial jet traffic coming within a few months, the time is almost upon us when the businessman will be but half a day from any part of the nation.

As our transportation and communications systems eliminate distance barriers, the nation quickly becomes more of a "whole." Southern manufacturers develop increased interest in the markets of the Pacific Northwest; California concerns look more eagerly to the Southeast; everywhere there are new trade horizons.

In the past it has been customary here for a firm to boast that it is the biggest or best of its type "in the entire South." This is no longer enough! Alert Southern businessmen are looking at the wider scene, determined to be tops in all sections. Many have already achieved national leadership in their fields.

We have been told not once but many times that the top business magazine published in this region should not be regional in its thinking. Instead, our friends urge us, "publish a magazine from the South, but make it national in thinking—that's the way for you to make the greatest contribution to the development of this or any region."

We think this is good advice, and we're going to take it.

Starting immediately, we're going to undertake to make MANUFACTURERS RECORD a national magazine of which our Southern and non-Southern friends can be proud. Naturally, this will take some doing.

There are plenty of practical problems as well as opportunities involved in publication of a national magazine. We know, because we've been publishing one for about 5 years.

Our other monthly, INDUSTRIAL DEVELOPMENT, commands a national audience of about 12,000 business executives located largely in the East and Midwest. In fact, we have more readers for "ID" in New York than in all the Southern states combined. We already have offices and sales representatives in New York, Chicago, San Francisco, Los Angeles, Baltimore, and Washington.

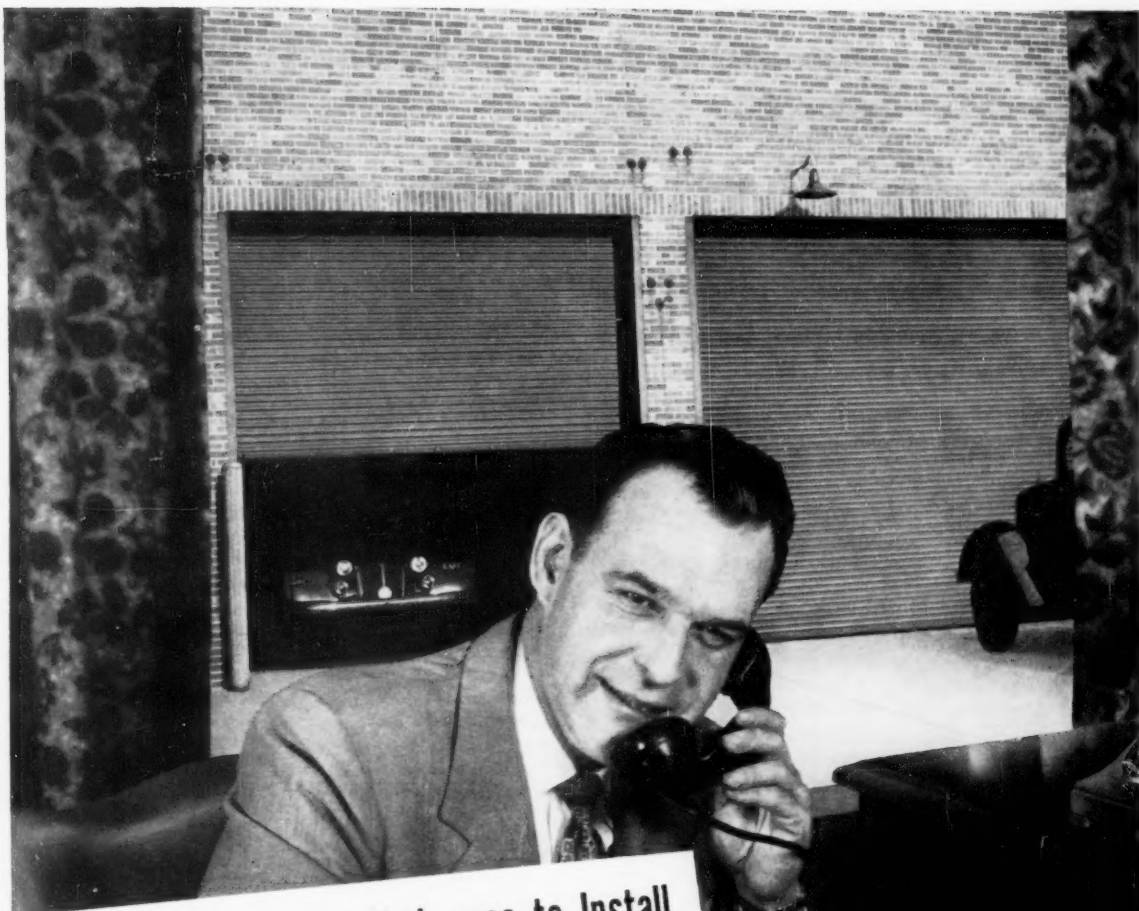
Thus, we believe the logical approach for the immediate future is to publish MANUFACTURERS RECORD in combination with INDUSTRIAL DEVELOPMENT. Beginning next month, we plan literally to print the two together and mail them together, even though the identity of each will be clearly retained. (Eventually, when the RECORD is accepted as a full-fledged national medium, we may again issue it independently.)

The immediate effect of this will be to give us a very potent combined circulation well distributed across the nation and made up of the cream of the national market. We will reach the executives who control about 75 per cent of American industry. We believe the ratio of company presidents in our audience will exceed that of any other national medium.

The popular New Plant Summary familiar to RECORD readers will be expanded to cover 48 states. It should be extremely valuable.

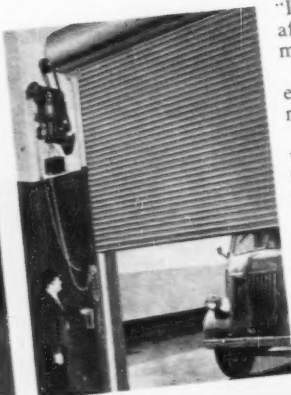
At the same time, we intend to sharpen our editorial focus and to specialize in the specific area of corporate planning and industrial expansion. We intend to extend our lead in the field of industrial development.

These are a few of the reasons why your magazine will look a little different next month. We hope you will like the idea immediately. In any case, we hope you'll give the plan a few months to reveal its true worth.—H.M.C., J.D.



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DIRECTED BY

Richard Edmonds...1882-1930
Frank Gould1930-1943
William Beury1943-1955
McKinley Conway...1956

MANUFACTURERS RECORD

(IN REVIEW)



MAY 1885

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

TECHNICAL EDUCATION

The importance of technical schools has not yet been fully appreciated by the people of the South. The rapid development of the industrial interests of this section has so absorbed public attention that the necessity for giving the rising generation the best advantages of technical education has scarcely been realized except by a few individuals here and there. It ought to be one of the most gratifying features of the South's progress in manufacturing, that it opens up a source of profitable employment to the thousands of young men who have heretofore been almost necessarily forced either to adopt some profession already overcrowded or else emigrate to some place where there is a wider diversity of occupation open to all who are willing to labor. For the young man who did not desire to study law or medicine, and had not the capital to engage in merchandising, the South has been sadly lacking in opportunities for employment that gave promise of success. With the decided change in the industrial interests of the Southern States, the building of manufacturing establishments of all kinds, the opening of mines, and the construction of railroads, the South is rapidly becoming one of the most inviting places in the world for those who have had the benefit of a good technical training. It is essentially important to the permanent success and growth of manufactures in the South that the Southern people themselves should be thoroughly fitted to improve their opportunities in this line, and that a strong manufacturing sentiment be inculcated in the rising generation. This can best be done by thorough technical schools, and whatever may be the necessities for economizing in the expenditure of money by the Southern States, there should be no false economy in refusing to establish and support technical schools, well equipped and taught by the most competent teachers to be secured.

WAY TO ADVERTISE TOWN

Some days ago we received a letter from a manufacturing firm in Gadsden, Alabama, on the back of which was printed a concise statement of the advantages of that town. This is a way of advertising that has been used quite effectively in many towns, but it has not been very generally adopted in the South. Its cost is so light that it commends itself to Southern businessmen who desire to constantly impress the advantage of their section upon the public. In the case of Gadsden, already mentioned, there was a short description of its location, climate and health, and a few particulars as to the manufacturing interests of the town. If the merchants, manufacturers, and, in fact, all the businessmen of any town, would decide to prepare a short sketch of their town, setting forth its attractions and advantages, and have it neatly printed on the back of their letter paper, they would in this way advertise their town by every letter they sent out, and as the cost would be so triflingly small as to be of no importance, it is well

worth adoption. Of course, very great results could not be expected from this manner of advertising, but assuredly they would be far in excess of the small cost.

THE FRUIT CROP FOR 1885

From reports from all sections of the country the prospects for an immense crop of fruit of all kinds is encouraging. From Maryland, Delaware, Georgia, California and the Southwest, a large yield of peaches is predicted. In some sections we hear the complaint of the trees having too many buds, but we are accustomed to always hear of some unfavorable symptom against a large peach crop. We can accept the above as a very mild one. Should the present outlook yield one-half of what is expected, there will be one of the largest crops that we have had for several years.

The disadvantage formerly experienced by the grower from large crops has been greatly removed during the past few years, and is being improved each year. Instead of the entire crop, or as much as possible being hurried off to some of the large cities to find the markets glutted, and forced to sell at a loss or spoil on their hands, the growers are erecting evaporators, in which they prepare such fruit that is too ripe for transportation, selecting the firmest fruit for market. This enables

them to utilize at a large profit fruit that was formerly wasted.

In visiting the peach growing sections of Maryland, Delaware, Georgia, California, and the Southwest, we found the Scott's Rotary Knife Peach Parer in general use by packers of peaches, and the experience of them all was the same—that of all the so-called peach parers, it was the only parer that would successfully pare peaches, and it enables them to prepare an amount of peaches that otherwise would have been lost. In California, Maryland, Delaware and other points we found the Phillips Evaporator too largely in use.

CENTENNIAL CELEBRATED

The *Chronicle and Constitutionalist*, Augusta, Ga., has celebrated its centennial by issuing a 24-page paper which, contrary to the usual way in which big issues are gotten up, is not over-crowded with advertisements, to the exclusion of reading matter. It is a magnificent issue, filled with facts and figures of great interest. In fact, the history of Georgia for 100 years is epitomized in the *Chronicle's* centennial. The development and the resources of Georgia are most admirably set forth, and we have no doubt that the 60,000 copies issued will meet with ready sale. The price of single copies is 15 cents.

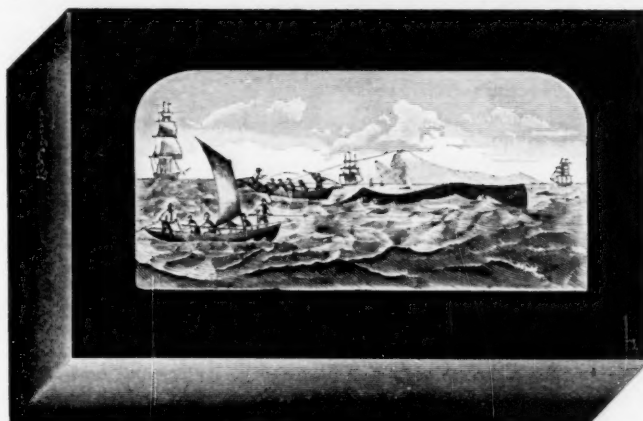
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May, 1958



Warehouse trucks laden with automobile and truck parts move automatically along a predetermined route at Chevrolet Motor Division's new Major Supply Depot at Doraville near Atlanta. The conveyor system, called "Towmatic," is the first of its type to be installed in the Southeast.

Diversity Keynotes Growth

An outstanding characteristic of the South's growth is the wide variety of industries this region attracts. . . The Southern States continue to make big growth news this month, as more and varied manufacturers follow the trend Southward.

AUTOMOBILES

Chevy Dedicates Supply Depot

Late March dedication ceremonies for Chevrolet's new Major Supply Depot near Doraville, Ga. kicked off a two day celebration of General Motor's 50th Anniversary, in which GM's Buick-Oldsmobile-Pontiac Assembly division plant at Doraville took part.

Edward H. Kelley of Detroit, general manufacturing manager for Chevy Motor Division, at the dedication cited the new 285,000 square foot Major Supply Depot and a 385,000 square foot addition being constructed at Chevrolet's local assembly plant as evidence of Chevy's confidence in the economic future of metropolitan Atlanta and the Southeast. He also mentioned the 149,000 square foot multi-million dollar expansion recently completed at Fisher Body Division's Atlanta plant. This expansion and modernization program

included the addition of facilities for the manufacture of station wagons.

Kelley said that the Doraville site was picked for the Supply Depot because of "its strategic location in a major marketing area, its excellent transportation facilities, the availability of excellent industrial sites, good public utilities and natural resources, an abundance of good housing, and a community attitude which encourages the settlement of new industries and businesses."

APPAREL

Setlow Opens Factory

The Old School Manufacturing Company, Inc., branch plant of M. Setlow & Son of New Haven, Connecticut, is a new concern recently put into operation at Prosperity, South Carolina. The factory is manufacturing work shirts at the present time, with the possibility of transferring the work pants division

from New Haven at a later date.

The Setlow New Haven plant will continue to manufacture the varied line of work clothes and Chem-wear products marketed by Setlow.

COAL

Coal Plant For Clinchfield

Clinchfield Coal Company, Division of The Pittston Company, has awarded Link-Belt Company the contract for one of the largest automated coal preparation plants ever built in this country.

The facility, to be located at Clinchfield, Virginia, will be known as Clinchfield's Moss No. 3, and will wash, dry and screen 1,500 tons of run-of-mine coal per hour. It will be more than three times larger than Clinchfield's Moss No. 2 plant, which was completed by Link-Belt in October, 1956.

Scheduled for completion during late 1958, the new facility will utilize the heavy-media separation process for the preparation of metallurgical and steam coal. Plant design includes dual facilities and stand-by equipment to permit maintenance during operating shifts.

CHEMICALS

Davison Enlarges Plant

Addition of facilities costing nearly \$1.5 million enables the Bartow, Florida, triple phosphate plant of the Davison Chemical Company Division of W. R. Grace & Company to produce run-of-pile triple superphosphate. The latter, a powder form, will be in addition to the granulated material previously turned out.

Both processing and storage facilities were added to the Bartow plant. The additional process does not raise the overall production total of the plant. The latter was originally rated at 200,000 tons annually of triple superphosphate, a figure which has been considerably exceeded in operation.

Goodyear Contract Let

Catalytic Construction Company of Philadelphia has been awarded the general contract for construction of the Goodyear Tire & Rubber Company's new \$9 million plant at Apple Grove, West Virginia.

Work on the new plant, plans for which were announced recently, began



This new engineering building, first unit of Piper Aircraft's 40-acre Development Center at Vero Beach, Florida, has been completed and is at present occupied by an engineering staff of 30 persons. The new air-conditioned building consists of an experimental shop covering 10,000 square feet, and offices and drafting shops covering an additional 3,000 square feet.

immediately. It is expected that volume production will get underway by early 1959.

To be known as the Point Pleasant Plant, the five-story structure will produce Goodyear's new polyester film, Videne, which was developed for direct or stretch laminating applications in the textile, metal, wood, paper, plastic, automotive and packaging fields. The new plant will be on a 300-acre tract.

Appointments made in conjunction with construction of the new unit include those of D. E. Lintala as technical superintendent, J. W. Coonen as plant engineer, and H. C. Samples as works accountant. Oka Carlson had previously been named plant manager.

HiCal Completes Unit

The administration building of the \$38 million HiCal plant at Muskogee, Alabama, has been completed and is now occupied. J. S. Bardin, manager of production of Callery Chemical Company, said the new building provides more than 16,000 square feet of office space and is the first of several buildings under construction on the plant site.

Gallery is building and will operate the high energy fuel plant for the Navy. Lt. Commander L. W. Graves, resident officer in charge of construction for the Bureau of Yards and Docks, Department of the Navy, has moved his staff to the new building.

Said Bardin: "Plant construction is proceeding on schedule, and we expect to have the first of seven chemical processing units in operation during the summer. The entire plant is scheduled to be on stream in December, 1958."

Solvay Plant Doubled

The plant of Solvay Process Division, Allied Chemical Corporation, at Moundsville, West Virginia, has been expanded to more than double the capacity for production of vinyl chloride monomer, according to I. H. Munro, president of the division.

Munro said the monomer is produced at Moundsville by a process developed, designed, engineered, and pilot planted within the Allied Chemical organization. Besides chloromethanes and vinyl, Solvay at Moundsville produces chlorine and caustic soda, and the division also is a major producer of alkalies and related chemicals as well as hydrogen peroxide and aluminum chloride.

FOOD

Tampa Gets Feed Mill

Construction is underway in Tampa on the new, modern feed mill of General Mills, Inc. Located on a two and one-fourth acre tract, the plant will produce 100 tons of feed a day.

The new facility will include a reinforced concrete bulk storage silo, and a metal-clad steel frame warehouse building. Offices and a loading well for trucks will be in the warehouse building, which will provide storage for 1,000 tons of sacked finished feed and sacked ingredients. Bulk storage will provide for 400 tons of ingredients.

Gerber Plans Asheville Unit

Gerber Products Company, one of

the world's leading producers of baby foods, expects to be settled in a new 380,000 square foot branch plant and warehouse in Asheville by the end of this year.

North Carolina Governor Hodges said he was informed that the long-range plans of the Gerber Company contemplate the eventual construction of a production facility on the Asheville site similar to the multi-million dollar production plant the company built at Rochester, New York, in 1949, and where some 700 persons are now employed.

Carling Brewery On Stream

Operations at the New Carling Brewing Company in Atlanta—first new brewery to be constructed in the South since 1935—are underway. The new \$10 million plant is now operating on a regular schedule of brewing, following the making of a number of test brews, reports Lt. Gen. A. R. Bolling (USA-Ret.), regional Vice President and general manager of the new facility.

The first brews were started after a special Carling yeast culture used in brewing was brought to Atlanta by plane from Cleveland, Ohio, by George Wagner, Carling vice president—brewing.

METALS

Tull Holds Open House

The Miami branch of the J. M. Tull Metal & Supply Company, Inc. held open house April 18 and 19 in celebration of the formal opening of Tull's



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INDUSTRIAL EXPANSION

new 50,000 square foot warehouse, which was completed last November.

The new warehouse and offices, constructed by Wesley of Florida, represent an investment of approximately \$500,000. The building was designed to efficiently handle the sale and distribution of metals, metal accessories and industrial specialties.

Equipped with the latest type of handling equipment, modern cutting and shearing machinery, the facility is constructed of concrete and steel, with truck loading docks plus a railroad siding within the building to make it possible to load and unload in any type weather. The office wing includes a general office, private offices, sales department and lunchroom, all airconditioned.

Steel Supply Enters South

The opening of facilities in Birmingham marks the entry into the South of U. S. Steel Supply Division of United States Steel Corporation. U. S. Steel Supply, second largest warehousing operation in America, is utilizing the former strapping products warehouse of Gerrard Steel Strapping and the former wire rope and stainless steel warehouse of United States Steel's Tennessee Coal

& Iron Division. Gerrard, formerly a separate division of United States Steel, recently became a part of the supply division. A complete warehousing service, including all general line steel products, is available through the combined facilities.

Birmingham district manager is John P. Connor. The Birmingham district warehouse is the 19th to be operated by the supply division, which has warehousing facilities at major points of steel consumption throughout the United States. The division has warehouses and sales offices in 16 States, in addition to the new one in Alabama.

Grace Opens Unique Plant

The new plant at Erwin, Tennessee, built by the Davison Chemical Company Division of W. R. Grace & Company, for production of uranium and thorium feed materials for nuclear reactors, is also equipped and staffed to produce metallic materials for non-nuclear applications.

Among such materials are thorium metal, a master alloy of thorium and magnesium, and ingots of finished alloy for processing to structural or cast components.

Equipped and staffed to serve an industry still in the research and development stage, the plant can provide whatever is specified in the way of produce metallic materials for non-nuclear power.

Employing about 100 persons, and representing an investment of nearly \$2 million, the operation is broad enough to require three different types of structures for processing purposes—metals, chemical process, and ceramic buildings. With this equipment it can perform nearly all feed material functions. It is the first completely integrated plant of this description to be constructed by private industry.

Freeport Project In Works

When Freeport Sulphur Company's \$119 million nickel-cobalt project is completed in summer, 1959, the nation's supply of these vital metals will be substantially increased.

The operation, which will be conducted by a Freeport subsidiary, Cuban American Nickel Company, will produce 50 million pounds of nickel and 4.4 million pounds of cobalt annually from ores mined and concentrated at Moa Bay, Cuba; and refined in Louisiana.

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Net earnings in 1957 were the second largest in Freeport's history. They totaled \$12,973,328 or \$5.19 a share, as compared to \$13,377,585 or \$5.35 per share in 1956. Gross sales of \$63,282,189 in 1957 were down from the record high of \$68,077,697 reported in the previous year. Sulphur consumption and prices declined in 1957, but the Company's sales of oil and gas and income from nickel increased.

PLANT EQUIPMENT

Equipment Firm Expands

An expansion program costing more than \$250,000 has been announced by the Southern States Equipment Corporation of Hampton, Georgia. W. C. Mitchell, vice president, pointed out that this is the second major expansion project undertaken by the company in the past five years.

Included in the new facilities will be a modern steel and masonry structure of approximately 32,500 square feet which will join the addition completed in 1953, and provide added assembly and manufacturing space. The project, scheduled for an early fall completion, will include enlargement of office and cafeteria space, a larger parking space, and a new rail and truck entrance.

Southern States manufactures a line of air switches, disconnects, power fuses, cutouts, connectors, substations and related products.

PETROLEUM

Plantation To Invest \$2.4 Million

Plantation Pipe Line Company is undertaking a \$2.4 million expansion program with construction expected to start this month. Plans call for the installation of larger pumps, motors, and auxiliary equipment at a number of its pump stations.

The additions to the pipe line facilities will increase the system's capacity for the transportation of refined petroleum products out of Baton Rouge to 334,000 barrels per day. At 42 gallons to the barrel, this increase means that Plantation can move over 14 million gallons of petroleum products daily out of Baton Rouge for delivery at terminal points in Mississippi, Alabama, Georgia, Tennessee, South Carolina and North Carolina.

Locations which will be involved in

LATE NEWS HIGHLIGHTS

OWENSBORO, KY. A \$1 million chemical plant will be built here by Dewey and Almy Chemical Company, a division of W. R. Grace & Company. To employ 125 persons, the new facility will manufacture battery separators for automotive battery manufacturers and latex products for the paint, paper coating, adhesives and rug backing industries.

MARIETTA, GA. Lockheed Aircraft Corporation's Georgia Division at Marietta has formed a separate operating branch which is engaged in designing and is ready to manufacture nuclear reactors for the generation of industrial heat. Created with the challenge to put the atom to work on a commercially profitable basis, the new branch—named Georgia Nuclear Laboratories—will develop, install and service reactors for industry.

LONGVIEW, TEXAS. A company which has become known all over the world as "pioneer of the earthmoving industry" this month re-entered that field after a five-year absence. The company is R. G. LeTourneau, Inc., which headquarters its multi-million-dollar operations here. The company's earthmoving business was bought out five years ago by Westinghouse Air Brake Company for \$31 million. Included in the sale was a provision that LeTourneau remain out of the earthmoving field for the five-year period which ended May 1. On the latter date the organization officially was back in business.

SAVANNAH. R. G. Allen, vice president and treasurer of Southern Industries Fund, Inc., recently told a group of investors here that "Southern Progress is continuing at a pace well ahead of other parts of our country." Allen quoted figures from the Southern Association of Science and Industry to show that the number of new plants in the South set a record in 1957. "With a South growing faster than the United States as a whole," he said, "companies in this area should be more attractive for investment than similar companies in areas of slower growth."

ORLANDO. The Martin Company recently received two government contracts worth \$26 million to develop the Pershing missile and to build Lacrosse missiles and related equipment. The company's current backlog currently stands at \$795 million, with missiles accounting for about 60 per cent of the total.

SELMA, N. C. The entire operation of Shallcross Manufacturing Company has been moved here from Collingdale, Pennsylvania. The new plant, with 41,000 square feet of floor space, was to be in operation by mid-May. Shallcross manufactures precision electronic components and assemblies. Officials said the decision to move to Selma, after 30 years at the Pennsylvania location, was "chosen after two years of consideration."

LOUISVILLE. Porter Paint Company has completed the addition of more than 40,000 square feet of floor space to its general offices, laboratories and plant. The company has decorating centers and sales facilities in 10 cities and covers approximately 25 per cent of the nation with its dealer network.

BEAUMONT, TEXAS. Construction of a new facility adjacent to this city's plant of Olin Mathieson Chemical Corporation has resulted in a 250 per cent capacity increase in sulphuric acid production at the facility. Additional construction also is underway which includes a new facility for the manufacture of ammonium sulfate, a by-product used as a fertilizer material.

These, Too, Are Part of The



CANCER PATIENTS are treated at the new 800-bed Talmadge Memorial Hospital in Augusta, Georgia, by the Van de Graaf X-ray generator. It transmits X-rays of two-million-volt intensity and is one of few in the nation.

South's Growth!

DIXIE'S ECONOMIC rate of advancement has outpaced the nation as a whole since World War II. This is reflected by bank deposits, wholesale and retail sales, electric power produced and other indicators.

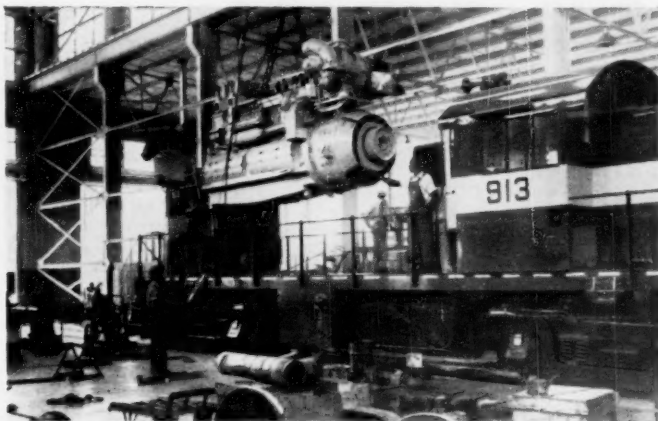
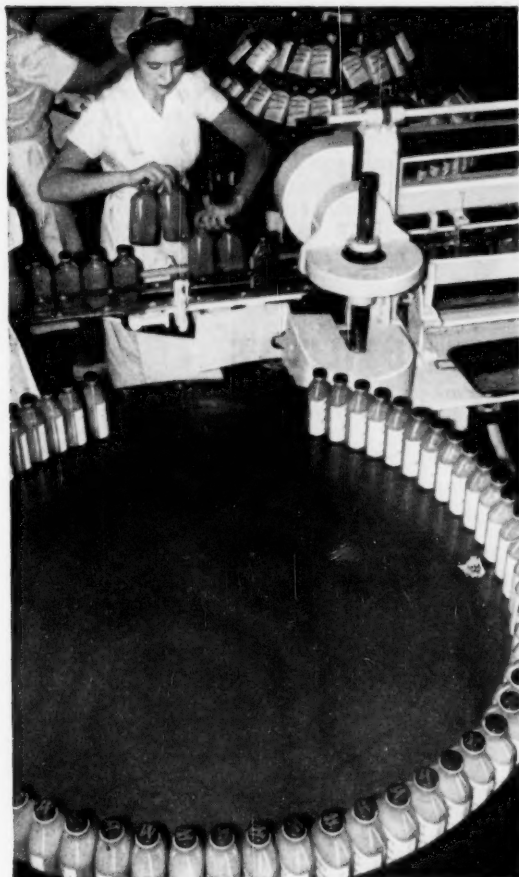
New and important strides in education, research and culture—less heralded forms of development—have also kept abreast of the South's bounding economic gains.

To pace the growth patterns in their areas, the four investor-owned affiliates of The Southern Company are constantly expanding their power facilities—anticipating the needs of industry, business, farms and homes.

The last half of the twentieth century belongs to the South!



▲ **PRESENT-DAY BEAUTIES** in ante-bellum costumes pose amidst the celebrated azaleas in early spring at Bellingrath Gardens, near Mobile, Alabama. Open the year around, the famed Gardens have been viewed by millions who find many tourist attractions in Dixie!



▲ **THIS DIESEL LOCOMOTIVE** repair shop of the Atlanta and St. Andrews Bay Railway is located at Panama City, Florida. It is one of many, modern, well-equipped maintenance facilities which keep vital Southern transportation networks operating.

◀ **AROUND 160,000 BOTTLES** of Phillips Milk of Magnesia can be produced daily in the plant at National Brands Division of Sterling Drug, Inc., in Gulfport, Mississippi. Among reasons for the selection of this plant site was the excellent fresh water supply in proximity to seaports. Part of the output of this plant supplies foreign markets.

Shaded section designates area served by the four investor-owned electric power companies in The Southern Company system.

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construction work are Baton Rouge; Collins, Mississippi; Vincent and Heflin, Alabama; Bremen, Doraville, Winder, Athens and Hartwell, Georgia; and Anderson, Simpsonville and Spartanburg, South Carolina.

PULP AND PAPER

Paper Firms Merge

Fulton Bag and Products Company of New Orleans has been absorbed through a cash transaction as a division of West Virginia Pulp and Paper Company.

Fulton Bag and Products Company operates plants at New Orleans and St. Louis, producing multiwall paper sacks, paper pockets, elastic multiwall sacks, waterproof paperlined bags, textile bags, canvas products and other specialties. David L. Luke, president of West Virginia Pulp and Paper Company, said the bag company would be merged as a division of the parent company, one of the nation's leading manufacturers of paper, paperboard and paper products.

The present management of Fulton Bag and Products, headed by Joseph M. Elsas, president, will continue to direct its operations. No changes are contemplated in the operating or sales organization of the company, which has been engaged in the bag business since the turn of the century.

SYNTHETICS

DuPont Plans New Units

Construction is underway on a plant to manufacture "Teflon" 100-X at Du Pont's Washington Works in Parkersburg, West Virginia. This new fluorocarbon resin may be extruded and molded into products such as insulated wire, electronic components, tubing, and linings for process equipment.

C. D. Bell, director of plastics sales in Du Pont's Polychemicals Department, reported that the manufacturing unit for "Teflon" 100-X is expected to be in commercial production by the middle of next year. Meanwhile, small quantities of the resin are available for research and development work.

The unit for "Teflon" FEP resin at the Washington Works—the second major expansion at the plant in six months—will provide 55 new jobs for initial operation. Announcement of a

unit to produce "Delrin" acetal resin, another new Du Pont plastic material, was made last September.

More big Du Pont plans include a multi-million dollar plant, to produce "Dacron" polyester fiber. The plant, an addition to Du Pont's rayon and cellophane operation, will be constructed on a site adjoining its rayon manufacturing unit at Old Hickory, Tennessee.

The new unit will be designed for an ultimate production of 56 million pounds annually of "Dacron" staple and filament products, with initial staple production scheduled for mid-1959.

Polybond Is New Firm

A new company headquartered in New Orleans, Polybond Corporation, has developed new methods of sealing leaks under pressures of as high as 300 pounds per square inch with petroleum-derived plastics.

"Our plastic technicians have been working on the Polybond process for more than five years in field testing, and have already saved industry more than \$500,000 by a unique method of sealing leaks in steel and other metals," said Charles C. Lynch, president.

Applications of any of some 100 different types of plastic materials is done without the use of external heat, or the danger of explosion which can result from conventional welding operations. Sealing of leaks by the application of the Polybond process can be carried on at about one half the cost of usual methods, in about half the time, and in complete safety, Lynch said.

The firm also has branch operations in Baton Rouge and Atlanta.

UTILITIES

Duke Power Expands Department

In an effort to increase their industrial promotional activities in the Piedmont Carolinas, Duke Power Company has expanded its Industrial Power Department.

Creed F. Gilley, Jr., a former industrial manager of the Charlotte Chamber of Commerce, heads the new specialized service as director of Industrial Development. Gilley's office will devote its efforts to helping develop existing industries and to bringing new and diversified industries to the rapidly-expanding region.

Duke Power's Industrial Power Department will work closely with local

INDUSTRIAL EXPANSION

and state development groups with the common aim of keeping the Piedmont-Carolinas one of the nation's most prosperous areas.

FINANCE

Lambert's Sales Zoom

The Lambert Corporation of Florida, located at Orlando, has announced a spectacular sales increase—a tripling of volume in 1957 over 1956—and the completion of a new addition which doubles the size of the plant.

Lambert manufactures a complete line of waterproofing products, concrete additives, cement colors, concrete floor hardeners, concrete surface treatments, silicone water repellents, synthetic rubber expansion joints, materials, paints, lacquers and protective coatings.

A fully equipped laboratory and new paint manufacturing equipment are being installed in the new addition. For several months, Lambert has introduced new product developments to an enthusiastic market, said Vic L. Sinisi, president.

Sinisi attributes Lambert Corporation's growth record to several factors: the growth of Florida and the influx of new industries, school building programs, road building, and large scale construction programs.

Lambert Corporation recently opened a branch warehouse in Nashville, and has added to its field sales organizations in South Carolina and Georgia.

Texas Gas' Gross Up

Texas Gas Transmission Corporation's consolidated net income for 1957, after Federal income taxes, amounted to \$6,669,000, equal; after preferred dividends, to \$2.02 per share on 2,374,983 shares of common stock outstanding.

These earnings compare with \$7,019,000 or \$2.17 per common share on 2,322,973 shares outstanding in 1956, reported W. M. Elmer, president.

Gross revenues for 1957 amounted to \$95,980,000, including \$7,663,000 collected subject to refund under a rate proceeding still pending before the Federal Power Commission. Gross revenues for 1956 were \$80,359,000.

Texas Gas Exploration Corporation, a wholly owned subsidiary, completed its fourth year of operations, and contributed approximately 33 cents per

share to consolidated earnings, as compared to 18 cents per share in 1956.

Scripto Shows Gains

Atlanta's Scripto, Inc., world's largest manufacturer of mechanical pens and pencils, has reported an increase of 20 per cent in 1957 profits over 1956. Consolidated sales were up 24 per cent.

Said Scripto President James V. Carmichael: Consolidated profits after taxes amounted to \$1,845,000, or 70

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*Based on a report by the Chamber of Commerce of the U. S.

cents a share last year, as compared to \$1.533,000, or 61 cents a share, in the previous year.

Net worth of the company increased from \$8,143,000 at the close of 1956 to \$9,830,000 as of December 31, 1957.

Carmichael noted that the Atlanta-headquartered firm now has plants in the United States, Canada, England, Southern Rhodesia and Australia. Its products are shipped to and distributed in 95 countries.

C&S Bank Hikes Capital

Through the sale of \$3 million in new stock and a five per cent stock dividend, the Citizens & Southern National Bank of Georgia will have funds for an increase of \$2.5 million in the bank's capital and surplus—the third boost in less than three years—and \$1 million for the Citizens & Southern Holding Company.

The increase will hike C&S National's capital and surplus to \$35.5 million, or nearly double the \$17 million total in 1955. At the same time, the bank's total capital funds will be increased to \$36,143,000, largest in the Southeast.

Observed C&S President Mills B. Lane: "Georgia's economic advance has been responsible for the growth of all the state's banks . . . Bank capital, to help Georgia prosper, should be well ahead of need; this, then, is the reason behind the board's recommendation to increase C&S's capital."

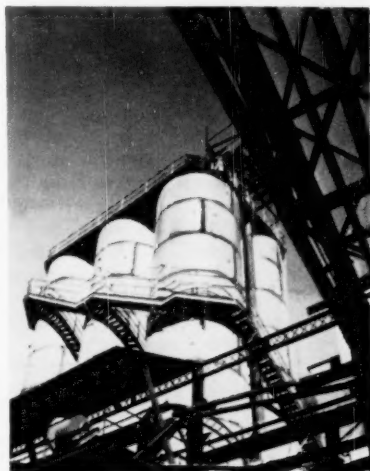
The C&S Holding Company owns the controlling shares of the parent C&S National's 13 affiliate banks. The additional capital for the holding company was needed for the continuing growth of the affiliate banks.

RESEARCH

AEC Food Studies Set

The Savannah River Plant, near Augusta, Georgia, of the Atomic Energy Commission, will conduct an experimental program to study the preservation of food by irradiation. R. C. Blair, manager of the AEC's Savannah River Operations office, said the study is at the request of the Army Quartermaster Corps.

Blair noted that the project is of wide importance as it offers the opportunity of using the gamma energy not otherwise utilized and of exploring a large new field in which the atom may be of benefit to mankind. The project will



Framed in a maze of pipes and steel structure are the six new dense soda ash storage bins at the Olin Mathieson Chemical Corporation's Saltville, Virginia, plant. The bins were built to assure adequate storage of dense soda ash. The construction program for the new project, underway for 15 months, cost more than \$1 million.

not affect production at the huge Du Pont-operated plant and will not require any construction.

New Lab for Georgia Tech

Ground was broken recently for a new \$600,000 Radioisotopes and Bioengineering Laboratory Building at the Georgia Institute of Technology in Atlanta.

To contain 16,000 square feet of floor space, the new structure will be among the very best educational and research facilities in the nation in the radioisotopes and bioengineering fields. It will provide Georgia Tech with a central service for the handling and storage of the materials and will furnish facilities for graduate students and staff members to engage in research involving radioisotopes and neutrons.

The new laboratory is expected to

be completed in the spring of 1959. It is the first of Tech's major facilities in the nuclear field. The other major facility, a research reactor, is now in the preliminary design stage.

Oak Ridge Adds Reactor

A new research reactor of the Atomic Energy Commission at the Oak Ridge National Laboratory in Tennessee has gone critical. It is high flux, tank-type reactor immersed in a pool. It will be used for fundamental research and engineering studies on the effect of nuclear radiations on reactor materials, particularly fuel elements and structural materials.

The reactor, which cost about \$5 million, brings to six the number of nuclear reactors now in operation at ORNL. Detailed design of the new unit was performed by the McPherson Company of Greenville, South Carolina, while construction of the building and reactor was done by the Blount Brothers Construction Company of Knoxville, Tennessee. Union Carbide Corporation operates the laboratory for the AEC.

Machinery Study Planned

A survey has been set to determine as well as to develop the types and quantities of components, other materials and services purchased by North Carolina's growing electrical machinery and equipment industry.

Governor Luther Hodges said the study will be sponsored by the Division of Commerce and Industry of the Department of Conservation and Development, in cooperation with Dr. J. H. Lampe, dean of the School of Engineering, and the Engineering Research Department of North Carolina State College.

The survey results will be published and made available through the C&D Department's commerce and industry

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division on appropriate industrial development groups, as well as to individual firms interested in producing goods and services now being purchased outside the state.

SRI Plans Meet

A conference on the economic future of the South, to be called "50 Million Consumers," will be held May 19 and 20 at the Dinkler-Tutwiler Hotel in Birmingham.

To be sponsored by the Southern Research Institute, the meeting will have

as its general theme a forecast and analysis of population and income trends in the South over the next 25 years.

The impressive list of speakers includes Philip D. Reed, chairman, General Electric Company; Dr. Earle L. Rauber, vice president and director of research, the Federal Reserve Bank of Atlanta; John A. Sibley, chairman, Trust Company of Georgia; George Champion, president, the Chase Manhattan Bank; J. K. Hodnette, executive vice president, Westinghouse Electric Corporation; Harlee Branch, Jr., president, The Southern Company.

Others are Ben S. Gilmer, president, Southern Bell Telephone and Telegraph Company; Dr. Frank J. Soddy, vice president, the Chemstrand Corporation, and chairman of the Southern Association of Science and Industry; Philip W. Moore, president, First Research Corporation, and president of SASI; Charles B. Harding, senior partner, Smith, Barney and Company; Dr. Charles F. Kettering, research consultant, General Motors Corporation; Thomas W. Martin, chairman, Alabama Power Company, and Luther H. Hodges, governor of North Carolina.

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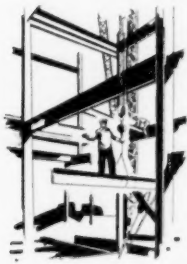
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NEW PLANT SUMMARY

The following is a summary of major industrial plants reported to the RECORD during the month of March, 1958. This information has been checked with the Southern Association of Science and Industry and various state development agencies. Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

ALABAMA

Eufaula—Wear Well, Inc., ladies' sportswear. (B)
Tallapoosa—Tallapoosa Mfg. Co., women's clothing. \$100,000. (B)

ARKANSAS

Arkadelphia—Dixie Trailer Corp., W. F. Matlock, Pres. House trailers. Oper. est. to begin Spring, 1958. (A)
El Dorado—Haynie & Williams Asphalt Mixing Co., H. E. Williams and B. Haynie, Owners. Hot mix asphalt, paving materials. In oper. (A)
Helena—Arkansas Power & Light Co., R. E. Ritchie, Pres. Generating electric current. Oper. est. to begin 1961.
Hot Springs—UMCO, fishing tackle boxes, allied products. (B)

Nashville—J-M Poultry Packing Co., poultry processing. \$25,000. (C)
Paris—Arkansas Charcoal Co., Alex Mitchell, co-owner. Charcoal briquets. Oper. est. to begin June, 1958. \$50,000. (A)
Pine Bluff—Imperial Bag & Paper Co., Robert M. Meyer, Pres. Single wall kraft paper grocery bags. Oper. est. to begin June, 1958.

Prescott—Masterfit Mfg. Corp., men's underwear. Moving from Houston. Oper. est. to begin May, 1958. \$50,000. (C)
Salem—Twentieth Century Food Corp., cheese, condensed and powdered milk. \$214,000. (C)

Sheridan—Consolidated Manufacturers, Inc., A. C. Kennedy, Pres. Concrete blocks, brick, pipe, building materials. Oper. est. to begin Spring, 1958.
West Memphis—Southern Petroleum Co., packaging and distribution of lubricating oils.

West Memphis—Stauffer Reducing, Inc., B. H. Stauffer, Pres. Medical and reducing equipment. Has purchased 93-acre tract for \$1 million for site of Eastern Div. headquarters and plant. Home office: Los Angeles. (D)

FLORIDA

Clearwater—Continental Optical Co., Clearwater Ind. Park. Hercules Ave. Thomas S. Hood, Pres. Eyeglass frames. Oper. est. to begin Fall, 1958. \$250,000. (C)

Cocoa—Southern Steel Products, Williams Point. Steel fabrication. Oper. est. to begin late, 1958. (B)

Coral Gables—Modernage Furniture, Inc., furniture. Home office: Miami. \$500,000.

Daytona Beach—Berman's, Inc., Municipal Airport, T. Jacobs, Jr., Pres. Proprietary drugs. Oper. est. to begin June, 1958.

Daytona Beach—The Blosser Co., Municipal Airport, T. Jacobs, Jr., Pres. Proprietary drugs. Oper. est. to begin June, 1958.

Daytona Beach—Calotabs, Municipal Airport, T. Jacobs, Jr., Pres. Proprietary drugs. Oper. est. to begin June, 1958.

Daytona Beach—National Gauge & Die Co., Municipal Airport, J. Nakaja, Pres. Oper. began early, 1958.

Eau Gallie—Missile Engineering Products, Inc., Ninth & Guava, C. H. New, Pres. Electronics. In oper. (B)

Ft. Meyers—Leonard Carpet Mfg. Co., Lee Ratner, Pres. Latex black wool rugs. Home office: Hialeah. Oper. est. to begin Sept., 1958. \$350,000.

Ft. Pierce—Taylor & Strout Precast Concrete Products, U. S. Hwy. 1, S. Douglas Taylor, Pres. Precast concrete products. Oper. began Feb., 1958.

Hollywood—Florida Merit Coil & Transformer Co., 2900 Thomas St., Charles C. Koch, Pres. Coils, transformers. Home office: Chicago. In oper. (B)

Jacksonville—P. M. Lennard Co., 1061 E. 8th St., P. M. Lennard, Pres. Contamination and quality control gloves, filters; plastic

fabrication. Oper. began March, 1958.

Miami—Childrens Wear Corp. of America, 3240 N. W. 27th Ave., M. B. Susman, Pres. Children's sportswear. In oper.

Miami—Royal Castle System, Inc., baking and meat processing. Const. est. to be completed May, 1958. \$1.75 million.

Moore Haven—Randall, Pres. Royal Jelly. Fifth St., Frank Randall, Pres. Royal Jelly. Oper. began Feb., 1958. (B)

Ocala—Skyline Coach Co., 500 W. Washington, V. D. Swilkert, Pres. Mobile homes. Oper. began March, 1958. (B)

Orlando—E. R. Gertner & Co., egg packing and processing. Oper. began March, 1958. (B)

Orlando—Miami Ventilated Awning Co., Benjamin Harrow, Pres. Assembly plant for metal and redwood awnings. Home office: Miami. Oper. began early, 1958. (B)

St. Petersburg—Allstate Insurance Co., has purchased 71 acres for \$717,000 to build Florida regional office and professional research center. Const. began April, 1958. (D)

Buffalo—General Mills, Inc., 40th & E. Buffalo, C. H. Bell, Pres. Formula feed for livestock and poultry. Home office: Minneapolis. Const. began April, 1958. \$400,000.

Tampa—Tampa Sand and Material Co., Anderson Rd., Douglas P. Cone, Vice Pres. Ready mixed concrete. Oper. est. to begin May, 1958. \$180,000. (B)

Umatilla—Grand Island Citrus Cooperative, R. D. Filippo, Pres. Citrus concentrate, cattle feed. Home office: Eustis, Fla. Oper. est. to begin Dec., 1958. \$1.25 million. (B)

Winter Park—Florida Electronic Development Corp., Floyd V. Richardson, Pres. Electronic machine to sort uranium ore. Home office: Dallas. Oper. est. to begin 1958. \$250,000.

GEORGIA

Brunswick—R. L. Peck Tool & Die Co., Morrell Knight Ind. Area. \$30,000.

Clayton—Merck, Sharp & Dohme, S. Expressway warehouse and office bldg. Div. of Merck & Co., Inc. Home office: Rahway, N. J. \$250,000.

Clayton—Southern Bag & Crate Co., Hwy. 85, J. F. Conway, Pres. Fabrication and printing of boxes and containers. Const. est. to begin Summer, 1958. (A)

Conyers—American Telephone & Telegraph Co., Harold Kiser, Supt. Regional long-distance telephone center. Oper. est. to begin late, 1959. \$5 million. (B)

Douglas—Fleetwood Management Co., U. S. Hwy. 441, Jack Kadera, Mgr. Mobile homes. Home office: Anaheim, Cal. (B)

Newnan—Potts Concrete Co., ready-mix concrete. Oper. began early, 1958.

Pierce County—Dixie Pulp & Hardwood Corp., Hwy. 38, James R. Russ, Pres. Oper. began early, 1958.

Taylor County—Butler Sand Co., Hwy. 19, Lewis Watson, Jr., Co-owner. High grade washed sand. Oper. began early, 1958.

KENTUCKY

Louisville—Falls City Cooperative Milk Producers Assn., L. A. Zahradka, Gen. Mgr. Skim-milk powder, butter. \$1 million. (B)

Louisville—Sun Oil Co., Bramers Lane. Riverside petroleum products terminal. Const. began April, 1958. \$500,000.

LOUISIANA

Baton Rouge—Altex Ready Mix Concrete Corp., ready mixed concrete. Oper. began April, 1958. \$45,432. (A)

Berwick—Laminar Corp., pulverized oyster shells. Oper. began Feb., 1958. \$425,000. (A)

Donaldsonville—Noraly Paper Mills, Inc., Leo S. Stack, Pres. Newsprint plant. Has taken option on 280 acre tract. Home office: Shreveport. \$10 million. (D)

Lake Providence—Bowman Manufacturers, Inc., outboard boats. Oper. began early, 1958. \$18,380. (A)

Metairie—Carrtome Investment Corp., Pharmaceuticals. Const. est. to be completed May, 1958. (B)

New Orleans—Polybond Corp., 944 Poydras, Charles C. Lynch, Pres. Plastic application. (A)

St. Bernard Parish—Texas Natural Gasoline Corp. and Tennessee Gas Transmission Co., natural gas extraction plant. Oper. est. to begin Nov., 1961. \$11.6 million. (B)

Shreveport—Hot Mix Corp., asphaltic concrete paving. Oper. began April, 1958. (A)

Zachary—Industrial Fabricators, Inc., fabrication shop. Oper. began March, 1958. \$19,100. (B)

MARYLAND

Baltimore—Astma Packing Co., 415 W. Camden St., Samuel Luchinsky, Partner. Pickle and related food processing. Has acquired five acres for new plant.

MISSISSIPPI

Aberdeen—Walker Mfg. Co. Home office: Racine, Wis. \$1 million. (C)

Batesville—Athletic Mfg. Co., Inc., manufacture and repair of sports equip. Oper. began early, 1958. (A)

Canton—No-Sag Spring Co., furniture cushioning. Oper. began March, 1958. Multi-million. (B)

Fulton—Itawamba Shoe Co., Richard McGlothlin, Supt. Shoes. Oper. began early, 1958. (D)

Greenville—National Marine Plastics, Jack Miller, Vice Pres. Fiberglass motor boats. Oper. began April, 1958. (A)

Hamilton—American Potash and Chemical Corp., Robert Coons, Vice Pres. Sodium chloride. Headquarters: Los Angeles. Oper. est. to begin Oct., 1958. \$5 million.

Hefrand—Continental Piston Ring, Will move here Fall, 1958. \$150,000. (B)

McComb—Yaun Mfg. Co., C. L. Paxton, Mgr. Dragline buckets. Oper. began March, 1958. (A)

New Albany—National Impacted Metals Corp., Hwy. 15, S. A. Clowe, Pres. Impact metal extrusions. Oper. est. to begin June, 1958. \$300,000. (B)

Vicksburg—Vicksburg River Terminal of American Oil Co., S. W. Holden, Mgr. Bulk station.

NORTH CAROLINA

Albemarle—Knitster, Inc., cotton knit fabrics.

Burlington—Dixie Upholstering Co., upholstering furniture. (A)

Dunn—J. H. Elmore & Sons, Inc., custom grinding of feed. (A)

Dunn—General Utility Co., Inc., granary. (A)

Dunn—Parker Seed & Feed Co., feed. (A)

Durham—General Telephone Co., Roxboro Rd., H. E. Hussey, Pres. Oper. began April, 1958. \$750,000. (D)

Edenton—Townson Lumber Co., wooden pallets. (B)

Elizabeth—Prescott Products Corp., plywood specialties. (A)

Fayetteville—Planters Chemical Corp., agricultural chemicals. (A)

Goldboro—Drueping Brothers Co., leather products. (C)

Graham—Ramar Fashion Knitwear, sweaters. (A)

Graham—Random Knitwear Co., sweaters. (A)

Greenville—Chemell Hatcheries, Inc., baby chicks. (B)

High Point—Mac Panel Co., electronic control panels. (B)

Lenoir—Bernhardt Industries, Inc., upholstered furniture. (C)

Roseboro—Howard & Herring, custom grinding feeds. (A)

Roseboro—Howard & Herring, custom dresses. (C)

Roxboro—Newell Novelty Co., sofa pillows, furniture coasters. (A)

Roxboro—Talbert & Talbert, lumber. (A)

Selma—Griggs Equipment, Inc., seating equip. (C)

Selma—Shallcross Mfg. Co., D. M. O'Halloran, Vice Pres. Precision electric components and assemblies. Moving from Collingdale, Pa. Oper. est. to begin May, 1958.

Stedman—Stedman Chipping Co., wood chips. (A)

Weaverville—Carter Feed Co., feed. (A)

Weldon—Weldon Cement Vault Works, Inc., cement vaults. (A)

OKLAHOMA

Enid—Elsay Mfg. Co., C. A. Elsey, Pres. Valves, portable gasoline plants. Oper. began April, 1958. \$500,000. (B)

INDUSTRIAL EXPANSION

McAlester—Stockyards, Oper. began April, 1958, \$200,000. (B)
Midwest City—Evans Plastic Co. moved from Texas. In oper.

SOUTH CAROLINA

Beaufort—Dixie Wood Co., wood preserving. (A)
Hartsville—Carolina Power and Light Co., steam generating plant, \$25 million.
Prosperity—Old School Mfg. Co., Inc., Herbert D. Setlow, Pres. Work shirts. Branch plant of M. Setlow & Son, Inc., New Haven, Conn.
Ridgeland—Dixie Packing Co., meat packing. (A)

TENNESSEE

Chattanooga—Vega Industries, Inc., gas room heaters, prefabricated fireplaces and chimneys. Home office: Syracuse.
Crossville—Crossland Industries, Inc., Roy B. Munro, Pres. House trailers. (D)
Franklin—Continental Shoe Corp., Thomas Carlton, Supt. Men's dress shoes. \$220,000. (C)
Jackson—C & W Construction Co., hot and cold mix asphalt. (A)
Nashville—Fabuglas Boat Co., Jefferson St., Neil H. Cargile, Sr., Owner. Fiberglass laminated with polyester resin boats. Oper. began early, 1958.



The following is a summary of major expansions reported to The RECORD during the month of March, 1958. This information has been checked in the same manner as the New Plant Summary. The same employment code is used, and refers to the number of employees added in the expansion. The figure refers to the additional capital required for the expansion.

ALABAMA

Bessemer—Betha Co., Inc., cable accessories.
Birmingham—Golden Flake, Inc., potato chips. \$500,000. (B)
Opp—Opp Textile, cutting room exp.
Scottsboro—Scottsboro Mfg. Co., children's sportswear.

ARKANSAS

Newport—Revere Copper & Brass Co., Inc., Edward W. Goodyear, Mgr. Aluminum foil. Added equip. 100,000 sq. ft. exp.

FLORIDA

Bartow—Davison Chemical Co., Div., W. R. Grace & Co., powdered triple superphosphate. Added processing and storage facilities. \$1.5 million.
Hialeah—Leonard Carpet Mfg. Co., 1051 E. 32nd St., Lee Ratner, Owner. Rugs. Oper. est. to begin Sept., 1958. 90,000 sq. ft. \$950,000.
Miami—American Brewing Co. \$1 million exp. program will nearly double production.
Plant City—Salada-Shuriff-Horsey, Inc., new office bldg. and warehouse.

Shelbyville—Pencil Printing & Distributing Co., West Lane St., imprinting and distribution of wood cased pencils, ball point pens, allied items. Subs. of U. S. Pencil Co. of N. Y., Oper. began March, 1958. (B)
Tulahoma—Merri-Go-Ferris Corp., George D. Lyles, Partner. Toy horse ride. Oper. began early, 1958.

TEXAS

Houston—Petro-Tex Chemical Corp., alkylation plant. Oper. est. to begin early, 1959.
San Antonio—CMC Pipe Co., Huebner Rd., Charles Leake, Pres. Concrete pipe. Oper. est. to begin June, 1958. \$150,000. (B)

VIRGINIA

Roanoke—International Telephone & Telegraph Co., Kenneth R. Stephanz, Mgr. Electronic vacuum tubes. Const. began May, 1958 on 15 acre site. \$2.5 million. (D)

WEST VIRGINIA

Cresap—Mountaineer Carbon Co., carbon and coke. Oper. est. to begin 1958.
Holden—Island Creek Coal Co., coal carbonization research lab.
Ranson—Aero-Fill, custom filler for Aerosol products.
Ravenswood—Ravens-Metal Products, fabricators of aluminum products. In oper. (B)

hand blown glass, spraying equip., lighting fixtures, power saws, cabinets. 60,000 sq. ft.
Kosmodale—Kosmos Portland Cement Co., Dixie Hwy., I. J. Harvey, Jr., Chairman. Subs. of Flintkote Co. Oper. est. to begin mid-1959. Will expand prod. 45% to 3.2 million bbls. annually.
Louisville—Louisville Cement Co., \$3 million exp. in 1958.
Louisville—National Distillers Products, warehouse and shipping bldg. Oper. est. to begin May, 1958.

LOUISIANA

Buras—Peoples Utilities, Inc., electricity. Oper. began April, 1958. \$500,000. (A)
East Baton Rouge—General Chemical Div., Allied Chemical & Dye Corp., anhydrous hydrofluoric acid. Oper. est. to begin Aug., 1958. \$527,645. (A)
Cotton Valley—Cotton Valley Operators Committee, recycling and recovery of oil, gas and other hydrocarbons. Oper. began March, 1958. \$3.27 million. (A)
Goldsboro—Wyandotte Chemicals Corp., chlorine, sodium hydroxide, hydrogen. Oper. est. to begin Dec., 1959. (B)
Marrero—Celotex Corp., structural insulation, acoustical tile. Oper. est. to begin Oct., 1958. \$638,532.
Shreveport—Universal Oil Products Co., synthetic catalyst. Oper. est. to begin Dec., 1958.
Springhill—International Paper Co., pulp and paper. Oper. to begin Dec., 1958. \$2.7 million.
Sterlington—Thermatomic Carbon Co., Div. of Commercial Solvents Corp., carbon black. Oper. est. to begin May, 1958. \$390,300.

MARYLAND

Baltimore—Oles Envelope Corp., 2510 Lock Raven Blvd., Burdette S. Oles, Pres. Plain, printed envelopes. New 20,000 sq. ft. bldg.
Baltimore—Poland Bros., 305 S. Sharp St., Sidney Poland, Pres. Boxes. New 63,000 sq. ft. bldg.

MISSISSIPPI

Maben—Maben Dairy, additional milking parlors.
Oxford—Oxford Electric Distribution System, Exp. and improvement program.
Ripley—Blue Bell, Inc., apparel. Oper. est. to begin July, 1958. \$130,000. (C)

NORTH CAROLINA

Liberty—Dependable Hosiery Mills, Inc., Phil Johnson, Treas. Added equip. Oper. est. to begin May, 1958. 3,600 sq. ft. (A)
Lumberton—Jones Knitting Co., Oliver Hodgson, Vice Pres. T-shirts, play shirts. Oper. est. to begin May, 1958. 40,000 sq. ft. \$300,000. (D)
Queensboro—Queensboro Steel Corp., George Alper, Pres. Steel fabrication. 6,500 sq. ft. (B)
Warrenton—Carolina Sportswear Co., sweaters. 40,000 sq. ft. (D)

TENNESSEE

Greenville—Magnavox Co. of Tenn. Oper. est. to begin Summer, 1958. 115,000 sq. ft. \$500,000.
Jefferson City—Magnavox Co. of Tenn., television cabinets. 75,000 sq. ft.
Lafayette—True Loom Mfg. Corp., shirts. 15,000 sq. ft. (D)
Knoxville—Fulton Siphon Div., Robertshaw Fulton Controls Co., W. Cumberland Ave. Products development lab.
Memphis—Laher Spring & Tire Corp., moving electric cart div. from Oakland, Cal. (B)
Nashville—W. G. Bush & Co. New kiln will up brick capacity by 12 million units annually.
Woodstock—DuPont Co. New bldg. for mfg. of bleaching agent. (B)

TEXAS

Baytown—Humble Oil & Refining, Exp. of paraxylene unit to 66 million lbs. yr.
Beaumont—Olin Mathieson, Sulfuric acid capacity upped by 500 tons/day.
San Antonio—American Can Co. Oper. est. to begin 1958. \$2.5 million. (C)
San Antonio—Klaus-White, Wetmore Rd. New 18,000 sq. ft. insecticide plant. Under const. (B)
San Antonio—White Stores, Inc., warehouse under const. 40,000 sq. ft.

VIRGINIA

Chesterfield—National Aniline Div., Allied Chemical & Dye Corp. has begun prod. of caprolan.

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GEORGIA'S OCEAN GATEWAY

A Manufacturers Record

Area Survey





Georgia's oldest city, Savannah is situated on a bluff overlooking the Savannah River, not far from the Atlantic Ocean. In this aerial view, looking northwest, may be seen the Eugene Talmadge Memorial Bridge which crosses the river into South Carolina, and in the upper left are some of Savannah's heavy industries.

Savannah Offers Industry Advantageous Combination

SAVANNAH. When General James Oglethorpe landed at this lush spot on the Georgia coast two and a quarter centuries ago the natural advantages which set the area apart were as obvious then as they are now.

However, the developments brought have enhanced nature's endowments to the point where today Savannah stands not only as a major seaport but as a center for both rail and highway transportation.

Since this is where the big Savannah River empties into the Atlantic Ocean, water-oriented and other industries have found, and are continuing to find, an unusual combination of attractive factors. For, in addition to the deep channels and excellent port facilities, the railroads and highways fan out in a crescent toward every part of the nation. Thus, the Savannah area liter-

ally forms Georgia's gateway to world commerce.

Savannah's businessman mayor, W. Lee Mingledorff, Jr., has found that the area offers fine advantages for his type of firm. The chief executive is president of Mingledorff's, Inc., which distributes the products of Carrier Corporation in all of Georgia.

This is another in the series of special reports on Southern cities and metropolitan areas which enjoy unusual possibilities. It is sponsored by the Georgia State Department of Commerce, Savannah Chamber of Commerce, the Savannah District Authority and interested business organizations. Reprints are available from the State Commerce Department, 100 State Capitol, Atlanta 3, and from the Savannah District Authority, 130 Bay Street, East, Savannah.

Says he: "The combination of abundant fresh water, water travel on the river or by sea, plus all the railroads and highways serving us, makes this area a natural for many kinds of business and industry."

The mayor comments further that, "This is a good healthy community in which to live. The fine year-around climate also allows for operations of industries which do their work in the open, such as ship builders."

Pointing out that the city administration of Savannah maintains a very favorable attitude toward new industry, Mingledorff stresses that every effort is made to treat all industry fairly and to offer reasonable and just tax rates.

He noted further that the Metropolitan Planning Commission has done and is continuing to do an excellent job in preparing the city for growth. Included in these plans is a long-range program for development of an expressway system that will greatly facilitate the movement of traffic in and out of the city. There also will be a peripheral system for movement of traffic around the city.

Another development is the extensive replanning of Savannah's West Side. In this project, in which the railroads are giving full cooperation, a number of railroad tracks will be moved. This will result in opening up for industrial development considerable acreage within two miles of the heart of the city. Expressways will be extended into this area.

Mingledorff, who also is current president of the Georgia Municipal Association, stresses that careful and adequate planning for all cities is a great need today.

Judge Jack M. Jones, vice chairman of the Chatham County Board of Commissioners, observes that the county administration is "energetically behind" the overall development program for the area.

He, too, cited the planned expressway system as one of the outstanding improvements for the future and noted also that a new highway from the downtown area to Savannah Beach is in the works.

"The county cooperates fully," the judge continued, "with industries seeking sites in this area and with all the agencies here engaged in industrial development activities."

The Chatham executive emphasized that the county has had for some years "a stable and equitable tax rate." Chatham also has been "in the black for the past 15 years or so, and we intend to keep it that way."

Insofar as industries are concerned, Savannah has long been the site of a number of outstanding plants which have found the area to be favorable indeed to their operations.

Back in 1936 the Union Bag & Paper Company — now Union Bag-Camp Paper Corporation—established a plant here which since then has grown to become the world's largest producer of kraft paper, and the world's largest converter of kraft into paper containers.

Total employment at this big operation averages around 5,300 persons, with an annual payroll of some \$27 million. The present organization was formed in 1956 through the merger of Union Bag and the Camp Manufacturing Company of Franklin, Virginia.

The company is currently engaged in a huge expansion program at Savannah which will add a number of new facilities.

One of the older industries at nearby Port Wentworth is the Savannah Sugar Refining Company which was founded in 1917. Imports of raw sugar to the



W. Lee Mingledorff, Jr., is Savannah's businessman mayor.

refinery account for one of the largest items of port tonnage here.

Producer of "Dixie Crystal" brand sugar, the refinery today is considered to be one of the most modern and efficient in the nation. It has a melting capacity of close to three million pounds of sugar daily and employs about 700 persons.

Another oldster in the area's industrial family is American Can Company, having been established in 1906. The plant here manufactures containers for coffee, biscuit dough, motor oil and commercial shortening, and it has a daily capacity of more than a million containers of various types. Employment averages about 165 persons.

Running at capacity since its establishment here in 1939 is the plant of

National Gypsum Company. Production has been increased numerous times, and today it employs approximately 275 persons.

Outstanding, too, in Savannah's industrial community is the big operation of Hercules Powder Company. That firm in 1931 purchased the plant of Western Paper Makers Chemical Company which had been operating since 1922 making rosin from rosin dross.

In 1932 Hercules placed into operation the first dry rosin size plant in the world, and since that time the facility has had several expansions. Currently the plant produces daily fifty tons of rosin and 450,000 pounds of chemicals. Its distribution is nationwide.

An example of a "home grown" plant which has developed from small beginnings is Coastal Chemical Company. It was started in 1938 as a small neighborhood operation but is now in a new plant covering 28,000 square feet on a 10-acre site.

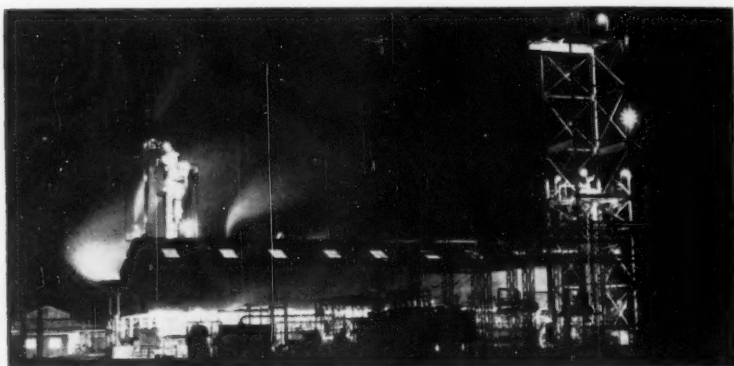
Products include caustic cleaners and disinfectants distributed in an area extending from Key West to Richmond. The operation employs about 30 persons.

A product name seen all over the nation, Great Dane Trailers, stems from an organization which got its start in Savannah in 1900. The present company, Great Dane Trailers, Inc., is successor to The Steel Products Company which was an outgrowth of the old Savannah Blow Pipe Company.

The first trailers were produced in 1931. Since then the firm, which now manufactures aluminum trailers, has grown to be among the largest manufacturers of its type in the nation.

The newest large industry in this area is Southern Nitrogen Company. Opened

Savannah District Authority Chairman L. C. McClurkin says: "Industrial growth in the Savannah area has been sound. Diversification of industry has been one of several objectives. Among our many manufactures are paper, pigments, sugar, petroleum products, plywood, chemicals and building products. Our policy in working with prospective industry has been to give complete community cooperation without subsidization. "Savannah has good industrial sites, excellent climate, productive labor and a fair tax structure. It is the leading South Atlantic port with the best transportation facilities in the southeast. "We like to feel that the statement made by Kenneth C. Towe, Chairman of the Board of American Cyanamid Company, reflects the consensus of management of those companies who have found successful operation here: "Many advantages brought Cyanamid to Savannah for this, its 20th plant in the South. Here is an excellent transportation system of railroads, highways, air lines and waterborne shipping to bring in raw materials from Canada, India and the Gulf Coast, and to carry out finished Unitane to markets throughout the world. Here is an ample, stable labor supply, and a good climate. And here, above all, is a community which not only welcomed us graciously and sincerely, but unstintingly gave us every assistance in establishing ourselves as a 'member in good standing.'"



Newest of Savannah's large industries is Southern Nitrogen Company, shown here in a dramatic night view. Opened in 1957, the big installation was built at a cost of \$14 million. It is located on a tract of 250 acres.



Shown in an aerial view is the impressively big plant at Savannah of Union Bag-Camp Paper Corporation, world's largest maker of kraft board and Kraft containers and employer of 5,300 persons. This is another one of the established industries contributing to Savannah's economic strength.



Located at Metter, Georgia, this grain elevator is an example of the sorts of industrial operations which may be found in the lower southeastern part of the state. Operated by Southern Grain Elevator Company, the facility has a capacity of 200,000 bushels and serves farmers in a 40-mile radius.

in 1957, the synthetic nitrogen plant cost \$14 million and is on a 250-acre tract. It is designed to produce daily 250 tons of ammonia, 250 tons of nitric acid, 350 tons of ammonium nitrate, and 30 tons of urea. With an annual payroll of approximately \$1 million, it has about 200 workers. The primary marketing area is in the Southeastern states.

John R. Riley, president of the company, said the Savannah location was chosen not only because of its location in relation to the commercial fertilizer market in the region but also because of good transportation facilities—both deep-water and rail—the availability of natural gas, ample electric power, and because of "a healthy industrial climate" in the Savannah area.

The venerable Tetley Tea Company, Inc., has had a plant here since 1950, which up to 1953 had packed enough of the fragrant leaf to make five billion cups of tea.

Employing approximately 115 persons, the plant has three bulk packaging machines and some 19 tea bag packing machines.

Company President Edward C. Parker said the selection of a site here was based, in part, on the fact that Savannah has excellent steamship services from India, Ceylon and other points from which tea is procured.

Another plant in the paper field is Southern Paperboard Corporation. Located at Port Wentworth, the facility began operations in 1948 and was built at a cost of \$16 million. A \$5 million expansion program was completed in 1954, raising daily capacity of the plant to 685 tons of finished paperboard.

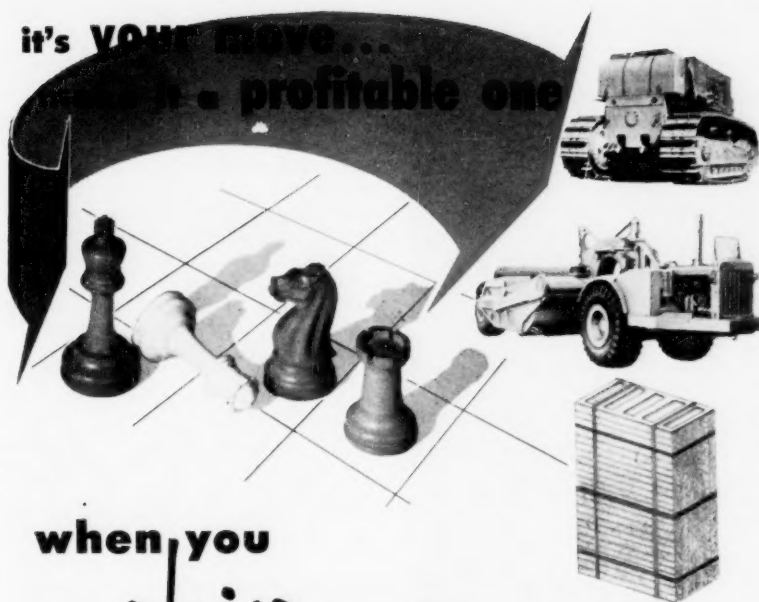
Using every day more than 850 cords of wood, 60 tons of chemicals, and 10 million gallons of water, the installation employs more than 650 persons.

A comparatively new plant here is that of Johns-Manville Corporation. It began operations in 1956 and was built at a cost of \$3 million to produce asphalt shingle and roll-roofing. On a 58-acre tract, the plant has three main buildings with a total of more than 100,000 square feet of floor space.

Current employment is about 100, with an annual payroll of approximately \$500,000. The facility is so designed that production can be tripled when necessary.

President A. R. Fisher of Johns-Manville said that in choosing Savannah for the plant the company "weighed carefully the city's sources of raw ma-

it's **YOUR** move...
...a profitable one



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State Docks**

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Immediately**

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**Large
Warehouse
Areas for
Lease or Storage**

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**Rail & Shipline
Facilities**

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**LOAD and
UNLOAD
25% Faster**

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SAVANNAH STATE DOCKS ARE OPERATED BY THE GEORGIA PORTS AUTHORITY

**Savannah
STATE
DOCKS**





Irving A. Metz, Jr., (left), executive director of the Savannah Chamber of Commerce, and William H. McGowan, executive secretary of the Savannah District Authority, get together for a chat about continued industrial development possibilities in the area.

terials and electric power, availability of prospective employees, transportation and proximity to markets, and found them all favorable."

Shipbuilding and repair constitute, quite logically, a big business here. The two companies engaged in these activities in this area are the Savannah Machine and Foundry Company and the Diamond Manufacturing Company. Total employment of the two firms during the past year averaged 1,200 to 1,500 persons.

Huge, too, on the industrial scene here is the titanium dioxide pigments plant of American Cyanamid Company. Located east of the city on a tract of 1,600 acres adjacent to the Savannah River, the plant was built at a cost of \$15 million and dedicated in December, 1956.

Less than a year later the company announced plans to triple capacity of the operation to an annual production of 72,000 tons and to double employment which will exceed the 500 mark. The expansion program is to be completed during 1958.

The plants cited here are just examples, of course, of the many industries of various types which have chosen to locate in this area because of the combination of advantages offered.

Concerning the general development picture here, Savannah Chamber of Commerce President Jack E. Cay, Jr., has this to say:

"Through its committees and policy-making board of directors, the Chamber pursues a program that helped

create and consistently maintains a healthy climate for business and industry. Savannah's growth as a diversified industrial center is due in large measure to this factor."

Other factors listed by Cay are (1) a fair and equitable tax structure; (2) a genuine desire for new industry; (3) a clean, attractive community with sound public and private schools; (4) adequate fire and police protection; (5) churches of all faiths supported by a major percentage of the population; (6) efficient, representative local government that plans for the future and (7) a willingness by leaders and their organizations to provide services after the plants become an established part of the community's industrial family.

The Chamber president stressed that



Jack E. Cay, Jr., is president of the Savannah Chamber of Commerce.

established industry is assured of the organization's continuing interest and eagerness to help in the training of supervisory and other key personnel; in developing new sources of trade; in providing scores of specialized staff and information services; in encouraging them to tell their story to youth, their own workers and others in order that the benefits of the private enterprise system will be understood, appreciated and strengthened.

Cay said further that the Chamber encourages mutual respect between management and labor for the benefit of the community as a whole and for firms that will be more inclined to move into this area of proved stability.

As a matter of local choice, the Savannah Chamber is not responsible for the solicitation of new industry. This function is reserved for the Industrial Committee of the Savannah District Authority.

In this connection, Cay comments: "There is close and effective liaison between these two community development agencies and their staffs. Numerous leads are developed by the Chamber for follow-up by the Industrial Committee. Our official publication, "Action and Progress," is sent regularly to a special group of persons chosen by the District Authority for their prominence in the industrial and port development fields."

Cay is president of Palmer and Cay, Inc., insurance and mortgage firm here.

I. A. Metz is executive director of the Chamber, and a permanent staff of nine is maintained to conduct the business of the organization.

Chartered by the General Assembly of Georgia, the Savannah District Authority conducts for the city a program of industrial and port development. It also is empowered to engage in coordinating planning in terms of traffic and transportation facilities in Chatham County.

Representing a cross section of the business, commercial and professional men in the community, the board members of the Authority serve without compensation on staggered appointments and are appointed on the basis of experience and recognized community service.

Since the Authority has been in existence since 1925, it combines both experience and thorough knowledge of the community. It can therefore intelligently assist and advise the prospective industrialist on any question concerning the Savannah area. In the



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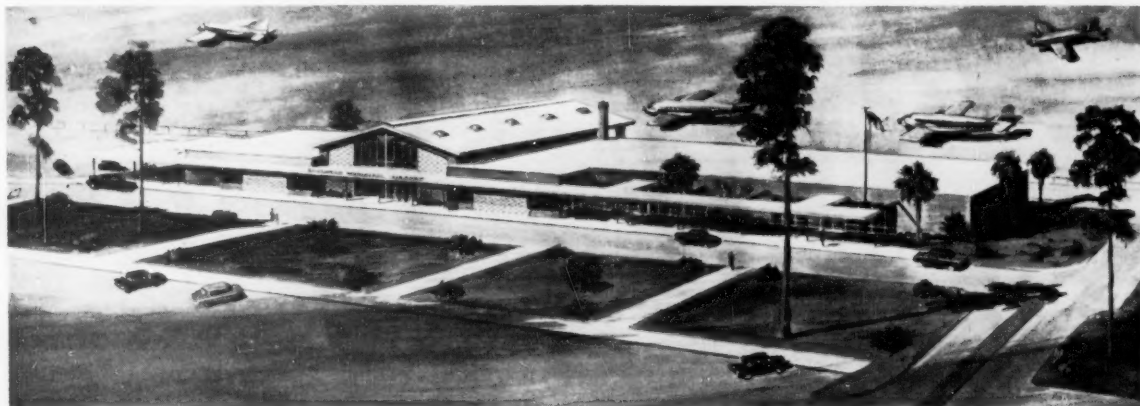
RAILWAY



The Right Way

INDUSTRIAL DEVELOPMENT DEPARTMENT

Savannah and Atlanta Railway
Central of Georgia Railway
1212 Rhodes-Haverty Building
Atlanta 3, Georgia



This drawing is of Savannah's soon-to-be-built new terminal at Travis Municipal Airport. The terminal, to cost \$550,000, will cover an area of 352 by 108 feet. In addition to a big main lobby and space for ticket counters of three airlines, the building also will have restaurant facilities, administrative offices and a baggage claim section. (Levy & Kiley, A.I.A., architects)

same way it can be of help to shippers and receivers of goods who wish to use the Port of Savannah in the conduct of their business.

Under certain conditions the Authority can build and lease plant or other facilities for private or public operation. However, the policy is not to engage in projects that are in conflict with or not consistent with the system of private enterprise.

L. C. McClurkin, president of Savannah Electric and Power Company, is chairman of the Authority, and M. W. Lippitt, chairman of the Metropolitan Planning Commission, is chairman of the Industrial Committee.

Mayor Mingledorff and H. Lee Fulton, Jr., chairman of the Board of Chatham County Commissioners, are ex officio members.

Heading up the office staff of the Authority is William H. McGowan, executive secretary. He is a member of the South Atlantic and Caribbean Ports Association, the American Association of Port Authorities and the Southern Industrial Development Council.

The city which these leaders and others are helping to put more and more in the spotlight is located on a

bluff above the Savannah River about 18 miles inland from the ocean. Unlike many port cities in the region which are virtually at sea level, Savannah has an average elevation of 40 feet above the river.

According to figures compiled by the Georgia Department of Labor, Metropolitan Savannah—which comprises all of Chatham County—has a population estimated in 1957 at 196,423. The figure includes approximately 5,000 men stationed at military installations in the area.

Population within the corporate limits of the city is estimated at 134,200. The 1957 population estimate for the county reflects a gain of 78,458, or 66.5 per cent, over that of 1940, and is 44,947, or 29.7 per cent, higher than in 1950. Chatham has a land area of 441 square miles and an estimated current population density of 445.4 per square mile.

In the outlying sections of Chatham there are minor agricultural activities, chiefly truck farming and dairying.

Adjoining counties are Effingham and Bryan in Georgia and Beaufort and Jasper in South Carolina. The Savannah labor market is defined by the De-

partment of Labor as comprising all these counties and portions of other adjacent counties.

A 45-mile highway radius from Savannah encompasses practically all of the populations of the five-county labor market area, and these counties had a July, 1957, population estimated at 251,856 persons. These counties, other than Chatham, are chiefly agricultural.

It is noteworthy, however, that the counties within a 100-mile radius of Savannah have an estimated population of 1,300,000, and within 150 miles there are about 1,950,000 persons, excluding Chatham County's population.

The Georgia Gateway

Other counties on the Georgia side of the river, which may be regarded as part of the Georgia gateway to world commerce as a result of their relative closeness to the big port city, are Candler, Emanuel, Evans, Liberty, Screven, Bulloch and Jenkins.

Insofar as the availability of workers is concerned, the labor supply from the five-county area alone is considered sufficient to accommodate moderate additional industrial expansion. And, if required, additional labor would be available in adjacent rural counties and from in-migration from other areas, as surplus labor exists currently in most rural sections of the Southeastern region.

Within a 50-mile radius of Savannah, including three counties in South Carolina, effective buying income was estimated by Sales Management Magazine at \$343,365,000. This is in the section that may be regarded as Savannah's immediate trading area.

M. W. Lippitt, chairman of the Industrial Committee of the Savannah District Authority, states—"We are very proud of the fact that Savannah, the leading South Atlantic port, is also the largest manufacturing port between Baltimore and New Orleans. A diversified industrial structure supplements a very substantial port business.

"Many of Savannah's manufacturing plants located on the Savannah River due to the inherent advantages of a navigable stream. Savannah's Industrial Water Supply Filtration Plant is one of the many important factors found here which assures a continued industrial expansion for the area. Industries have found a profitable and harmonious operation at Savannah based on sympathetic community attitude, cooperative and productive labor, equable climate, fair tax structure and a number of intangibles which add up to a healthy, economic atmosphere. The Industrial Committee welcomes your inquiry in confidence."

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Savannah leads every port in the Southeast, from Baltimore to New Orleans, in net value of manufactured products; from 1947 through 1954 Savannah was first with a 104% gain. Nationally, Savannah ranks in the top ten cities for percentage business growth.

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L. C. McClurkin, President
P. O. Box 949
Savannah, Georgia

*U. S. Department of Commerce Bureau of Census 1954

SAVANNAH ELECTRIC and POWER Co.
SAVANNAH, GEORGIA

GEORGIA'S OCEAN GATEWAY



This area in Southeast Georgia, boasting progressive towns and cities and with extensive land and other resources, may be regarded as Georgia's Gateway to World Commerce through the port at Savannah.

Although the Georgia counties in the Savannah gateway area are predominantly rural, there is an abundance of land available and some of the small communities in these counties are actively promoting industrial development.

At Metter in Candler County, for example, a town with little more than 2,000 population, there is an industrial development corporation which is ready and willing to invest \$50,000 in an industrial building.

Claxton, in Evans County, with a population of approximately 2,500 has an industrial corporation willing to invest \$100,000 for an adequately rated tenant. Sites are available with power, water and sewerage.

In Screven County, Sylvania's industrial corporation is willing to invest \$50,000 in a building for a desirable tenant. Sylvania's population is in excess of 3,000.

Statesboro, with a metropolitan population of some 3,000, in Bulloch County, has an industrial corporation which will invest in a building for a desirable tenant 10 to 40 per cent of the cost depending upon the company or organization involved.

Other towns in the area, with industrial sites and municipal services available include Millen in Jenkins County,

Pembroke in Bryan, Springfield in Effingham, and Hinesville in Liberty.

Emanuel County's Swainsboro, with a population of 5,000, has a Chamber of Commerce sponsored industrial corporation which will invest \$100,000 in a plant for a desirable tenant.

One of the leading resources of this entire area is lumber, and the pine forests offer many opportunities for further development of woodland industries.

Backing up this potential is the Herty Foundation in Savannah, a research and testing laboratory for the pulp and paper industry. The Foundation recently completed a new \$300,000 laboratory which is on a 10-acre site owned by the Georgia Ports Authority. This new facility has enabled the organization to enlarge the services of the laboratory aimed at more complete utilization of forest and agricultural raw materials.

Attractive to industry here is the excellent climate, cited earlier by Mayor Mingledorff. It is marked by lack of extreme heat and continued high temperatures in summer, a lack of extreme low temperatures in winter, an excess of fair days with sunshine, and an excellent distribution of rainfall in the different seasons.

Such a mild climate as this means less overhead for heavy building con-

struction, heating installations and fuel. It also means fewer employee layoffs, less absenteeism, smaller light bills and fewer illnesses, resulting in higher general productivity.

A focal point for the distribution of raw materials and manufactured products to and from the principal markets of the world, Savannah's port is one of the most active on the Atlantic Seaboard.

Because of the mild climate the port is open to year-round navigation, and delays to shipping because of fog or other adverse weather conditions are infrequent. The waterfront is improved at intervals from a point just east of Savannah to the Southern Paperboard Corporation near the head of the channel, a distance of approximately nine miles.

The main channel from the Atlantic Ocean at Tybee is 36 feet deep at mean low water, and 500 feet wide across the bar, thence 34 feet deep at mean low water, and generally 400 feet wide, to a point opposite the American Oil Company, upstream from the city.

Extensive terminals are available for the economical and expeditious handling of cargoes, and facilities include piers and shipside warehouses for general cargoes and specialized equipment for oil, fertilizer material, gypsum, sugar and other bulk commodities. Harbor maintenance and improvement is under the supervision of the District Engineer, U. S. Corps of Engineers, Savannah.

The three commercial banks, The Citizens & Southern National Bank, The Liberty National Bank & Trust Company, and The Savannah Bank & Trust Company, by virtue of long experience, all offer reliable service in foreign trade problems and overseas financial transactions.

All services related to foreign and domestic shipping are available at Savannah, such as stevedoring, freight forwarding, customs, pilotage, towing, consular and immigration services. The U. S. Department of Commerce maintains a Field Office which renders advisory service to those interested in foreign trade.

Located in the heart of the Southern rate territory where existing tariffs are particularly favorable for the assembly of bulk raw materials from Southern producing points, Savannah has grown into one of the transportation hubs of the South. Six steamship agencies, representing approximately 76 steamship lines, operate through the

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Savannah Machine & Foundry Co.
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BOX 888

SAVANNAH, GEORGIA

For free facts on "THE SAVANNAH STORY", write, wire or phone:

H. Hansell Hillyer, Chairman of the Board



The most modern facilities are available at the Savannah State Docks which are owned and operated by the Georgia Ports Authority. Shown here is an aerial view of the extensive warehousing and dock facilities offered.

Port of Savannah, carrying goods to and from nearly every major port in the world. Export and import rates to and from Savannah and to points northwest as far as Minnesota and South Dakota are generally equal to or better than contemporaneous rates to Gulf and North Atlantic ports. Weekly coastwise service is also available to New York and Savannah by Seatrain Lines, Inc.

Savannah's port is appreciably nearer far eastern and South American ports than are all North Atlantic ports, and is closer to east coast ports of South America than are Gulf Ports. Regular steamship service is scheduled to the United Kingdom and Continental ports, South Africa, South America and the Far East.

The modern Savannah State Docks offer many important advantages, such as more than two million square feet of dry storage in concrete floored, fully protected buildings and unlimited open storage; five railroads and 46 truck lines; two 35-ton gantry cranes and a 25-ton mobile crane, fumigating plant, cotton compress, exporting packaging service, and first class industrial sites. Many sites adjoin docks, afford paved streets, spur tracks, electric power, plentiful water supply, oil, natural gas, fire and theft protection, and attractive lease arrangements.

The Savannah State Docks and warehouses are owned and operated by the Georgia Ports Authority, which maintains offices in Savannah, Atlanta and New York.

The Savannah River is navigable from Savannah to Augusta, a distance of 199 miles.

In addition to all these excellent transportation facilities offered by the port, Savannah is served by five railroads. These are the Atlantic Coast Line

Railroad, the Central of Georgia Railway, Savannah and Atlanta Railway, Seaboard Air Line Railroad and the Southern Railway System.

These roads operate ten lines in and out of the city. There are 18 inbound and 18 outbound passenger trains daily, and an average of 49 freight trains daily. Extensive facilities are maintained by them in the Savannah area for the handling of all kinds of heavy freight.

Airlines serving the city are Delta, Eastern and National which maintain around-the-clock schedules for passenger service, as well as air freight and air express schedules.

The Savannah airport is known as Travis Field and is approximately eight miles west of the center of the city. Of the three paved runways, each 150 feet wide, two are 7,000 feet long and one is 3,400 feet long.

Plans are underway for the construction of a new terminal building at the airport to be built at a cost of \$550,000. The new structure was planned on the basis of a ten-year projection of the anticipated needs of Savannah and the surrounding communities.

Highways serving Savannah are U. S. 17, 17-A, 80 and 280, Georgia 21 and 17. The city also will be a focal point on the new interstate highway system, to be connected directly on the major arteries going north, west and south.

Three major bus line companies provide service in and out of Savannah. Also, a large group of regular common carriers serve the city, along with contract carriers and irregular common carriers, to provide adequate trucking facilities for a variety of cargo.

A tremendous amount of fresh water is available in the Savannah area. The city has 11 artesian wells, with an aver-

age depth of 560 feet and a daily capacity of 33 million gallons. Average daily pumpage is around 17 million gallons.

To supply demands for industrial water, there is a 40-million-gallon pumping station on the river several miles upstream from Savannah, and a 42-inch main supplies the west side industrial area with treated water. Present usage is about 34 million gallons, and the city soon will increase the capacity of the plant to 50 million gallons.

Electric power for the Savannah area is supplied by the Savannah Electric and Power Company. It serves the city and 34 surrounding communities in the southeastern section of Georgia, an area with an estimated population of over 200,000. The company currently serves about 59,385 customers, 85 per cent of which are in the metropolitan area.

The firm reports that during the past ten years its generating capacity has been increased from 36,000 kilowatts to 125,000 kilowatts. Just this month Savannah Electric's new Port Wentworth Power Station, Unit No. 1, will be on the line, feeding an additional 50,000 kilowatts into the system.

To distribute this power to its customers the company strengthened and extended the distribution system by circling the entire city with a 44,000 volt loop feeding substations in the metropolitan area.

Growth in the number of industries in the area may be seen in the fact that in 1946 industrial customers used 57 million kwh, while by 1957 industrial use had jumped to 199 million kwh, an increase of 247 per cent.

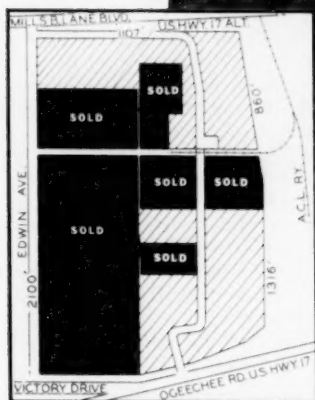
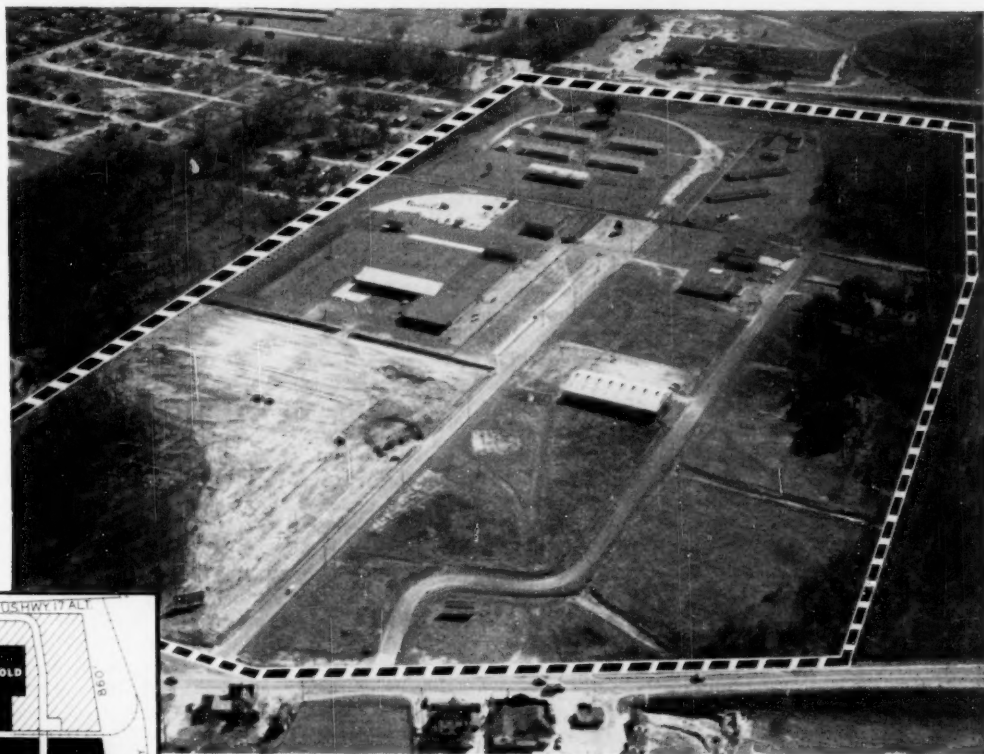
Emphasizing the growth trend in electric power requirements for the Savannah area—which is one good measure of local economic growth—is the 1957 report of the Edison Electric Institute covering 100 electric companies and systems. It shows that Savannah Electric's 18.7 per cent increase over 1956, the highest reported, compared with a national gain of 5.3 per cent for the same period.

Natural gas is supplied to Savannah through the services of South Atlantic Gas Company and Southern Natural Gas Company.

Contracts are made with South Atlantic Gas for firm and interruptible gas east of the city gate, while contracts are made with Southern Natural for interruptible service west of the city gate on the westside industrial area.

South Atlantic is in a position to supply firm contracts where superior

Get the **JUMP**
on Competition



Build Your New Plant in SAVANNAH INDUSTRIAL PARK

CHECK THESE DESIRABLE FEATURES

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- Plentiful labor easily trained
- Year 'round mild climate
- Electric power-natural gas
- Served by railroad and highway
- Access to ocean port
- Consumer market of 22 million

BIGGER profits and LOWER operating costs go hand-in-hand when you locate your new plant in the booming Southeast. SAVANNAH Industrial Park is a planned industrial district where you'll find all of the natural advantages of a southern location. Complete information and maps are available on request. So build your new plant in the heart of a region that has everything you need for success. Build in Savannah!

WRITE, CALL OR WIRE, TODAY
LYNES REALTY COMPANY
120 East St. Julian Street
Savannah, Georgia



Scott Candler, secretary of the Georgia Department of Commerce, with headquarters in Atlanta, has been an important figure in the over-all industrial development of the state. In connection with this report, he invites industrialists to consider the advantages of the area around Georgia's Gateway to World Commerce.

use is contemplated and interruptible contracts where gas is used for boiler fuel.

The use of interruptible natural gas here results in a saving of approximately 10 per cent over other fuels. Savannah has the lowest natural gas rate on the Atlantic Seaboard.

Because of the ease in which fuel oil may be brought in by tanker to the port, many of the larger industries here use such oil. Actually, the importance of the petroleum industry to the port has influenced the expansion of Savannah's oil handling terminals. There are 11 major installations at the port here for the receipt, storage and shipment of petroleum products.

Of interest to prospective industrialists is the fact that the excellent school system of Savannah and Chatham county provides the best of facilities for the children of the citizenry.

In the system are some 28 elementary schools for white children and 12 for Negroes. There are also three junior high schools for white children, and two for Negroes, along with three high schools for white children and two for Negroes.

Others include 11 parochial schools, five private schools, an Independent Presbyterian School, and a large number of privately operated kindergartens.

The Armstrong College of Savannah is a co-ed school providing the freshman and sophomore years of a four-year senior college program, offering both day and night classes.

Savannah State College for Negroes is a four-year institution.

Regarded as one of the top recreational cities on the South Atlantic Coast, Savannah has ten theaters, seven driveways, one public golf course and three private courses, 27 playgrounds, three sports fields, two recreation centers, one stadium, 24 softball diamonds, seven swimming pools, 11 tennis courts and 52 parks.

The nearby waterways offer, of course, extensive boating and fishing opportunities. There are two completely equipped marinas and three yacht basins, along with a new indoor sports arena complete with an ice skating rink.

One of the best-known resort areas, popular for many years, is Savannah Beach which offers every sort of accommodation and facility for surf swimming and fun in the sun. It is relatively close to the city and is easily reached via the famous and scenic Victory Drive.

Since Savannah is the oldest city in Georgia, it has a wealth of historic attractions. It was the site of important Revolutionary and War Between the States battles and is known for its old buildings, forts, churches and parks.

To accommodate visitors, Savannah has several fine hotels offering a total of approximately 1,220 rooms. There also are approximately 35 motels and tourist courts.

The city is noted, too, for its outstanding eating places, including beach and supper clubs. Seafoods, naturally, play an important part in the cuisine.

Providing a strong cultural background to the city are approximately 75 Protestant churches, 10 Roman Catholic, and three Jewish churches. There also are many civic organizations devoted to community betterment,

plus a number of fraternal groups, music and art organizations, as well as drama groups.

In the communications field, the principal newspapers are the *Savannah Morning News* and the *Savannah Evening Press*. The *News* is daily and Sunday, while the *Press* is daily except Sunday. Other newspapers are the *Savannah Sun*, a weekly and the *Savannah Tribune*, a non-white weekly.

Radio stations serving the area are WCCP, WFRP, WJIV, WSAV (AM-FM), WSCA, and WTOC (AM-FM).

Television stations are WSAV-TV and WTOC-TV.

The dial system telephones serving the area are operated by Southern Bell Telephone and Telegraph Company. There are 64 long-distance switchboard positions and 349 toll circuits on the Savannah Exchange, and more than 59,000 telephones are in service here.

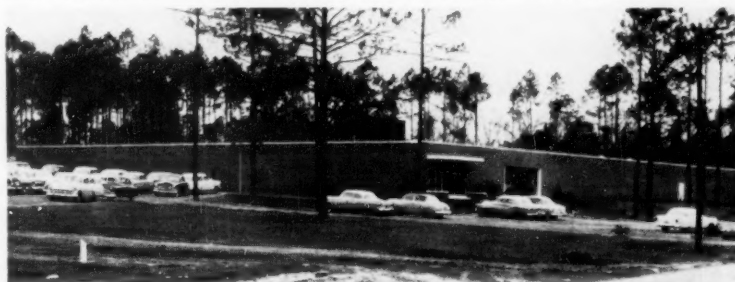
Adequate financial facilities are provided in Savannah through three commercial and eight savings and loan institutions. The city is headquarters for the Citizens & Southern National Bank System which is rated as the largest in the Southeast. The other commercial banks are the Liberty National Bank & Trust Company and the Savannah Bank & Trust Company.

The health of Savannah citizens is well guarded by a large group of various types of doctors. There also are nine hospitals offering a total of 1,050 beds.

Lending strength to the economy of Savannah are the several military installations in the area.

The largest of these is Hunter Air Force Base. This facility has an annual payroll of close to \$30 million and employs approximately 450 civilians. About 5,000 military personnel are stationed there.

Fort Stewart, recently designated a permanent Army installation, has its administrative headquarters about 39 miles southwest of Savannah. The fort



Creston Knitting Mill, a subsidiary of Argo Knitting Mills of Schuylkill Haven, Pennsylvania, is at Swainsboro, another one of the progressive cities in the Georgia Ocean Gateway area. The structure has 35,000 square feet and employs 120 persons.

has about 3,000 military personnel and approximately 700 civilian employees.

Other installations include a supply depot operated by the Air Force at the site of the Savannah State Docks and the Savannah District Office of the Corps of Engineers.

Good housing facilities at reasonable costs are available in Savannah's residential areas and, generally speaking, the building industry has been able to maintain a balance between supply and demand. New sub-divisions are constantly being developed with lots available on a purchase basis, as well as homes constructed for sale.

In this connection Executive Director Harold Taubin of the Metropolitan Planning Commission observes that there has been a significant increase in 1958 in the number of new housing developments and expansions that have been given the go-ahead by the Commission.

Long-Range Program

At the same time, the Commission is proceeding with a long-range urban renewal program which not only will provide many improvements in blighted areas but also will change slums into new sections with attractive housing.

A spectacular change that already has been carried out—and this has been done by a private company—is the restoration of a former slum area around the South Atlantic Gas Company.

The restored area is on the original ten-acre tract founded by General Oglethorpe in 1733 as Trustees' Garden, the first experimental botanical garden in the United States. It is known today as Trustees' Garden Village and is the site now of attractive offices and desirable, fashionable residences.

Hansell Hillyer, president of the gas firm, and Mrs. Hillyer were responsible for the restorations which were started ten years ago. They, along with a number of other prominent Savannah leaders, make their home in the Village.

Savannah has several well-developed industrial site areas, served by both railroads and highways and with all utilities available.

Among these, as listed in a recently-compiled report on Savannah by the Industrial Development Department of the Citizens & Southern National Bank, are three sites owned by Midland Properties, Inc., a subsidiary of the Savannah & Atlanta Railway.

In this group, site No. 14 has 56 acres in one parcel, Site No. 15 has 22.6 acres in one parcel, and Site No. 16 has

31.9 acres in one parcel. All three sites are within three miles of the downtown business area.

The Port Wentworth Corporation, also owned by the S&A Railway, has 61 acres available on Site No. 24 and 39 acres on Site No. 25.

The Savannah District Authority has available 30 acres of land known as the former Southeastern Shipyard, some three miles east of the city, while the Georgia Ports Authority has approximately 200 acres adjacent to its warehouses and waterfront terminal facilities.

Another 390 acres on deep water, known as Whitehall Plantation, is

owned by the Central of Georgia-S&A Railway, along with about 2,000 acres in the Port Wentworth area.

The Seaboard Air Line Railroad has available for development 800 acres on Hutchinsons Island opposite the city, while the Atlantic Coast Line Railroad owns industrial acreage in the vicinity of its deep-water terminals east of the city and has other holdings which would be desirable for those industries not requiring a waterfront location.

Small parcels of land also are available on long-term lease at Travis Field, and at other points in the Savannah area there are a number of privately held industrial tracts available.

Memo: To Industrialists,



Georgia's economic gains in the past decade have been more than dramatic. A recent survey by the U. S. Department of Commerce for the postwar years 1946 to 1956 reveals that Georgia surpassed the nation's average rate of growth in 23 out of 28 major economic areas!

The State of Georgia and her people want and welcome new business and industry. Our gain is your gain, so we urge you to investigate the almost limitless possibilities for growth and development in Georgia. Write me direct or to the Georgia Department of Commerce, Dept. MR-58, 100 State Capitol, Atlanta 3, Georgia. We will reply promptly with complete details of how you can *build, grow and profit* in Georgia.

You'll find our tax structure as fair as any state in the nation.

Marvin Griffin
Governor

GEORGIA



DID YOU KNOW
that America's
first gold rush
happened in
Dahlonega, Ga.,
in 1828?

Treasure Trove of Natural Resources



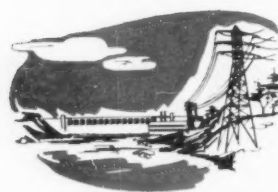
TRANSPORTATION

Unlimited! Georgia is served by 34 railroads, over 1,000 trucking lines, 118 bus lines. Busy airports and seaports open a gateway to the world.



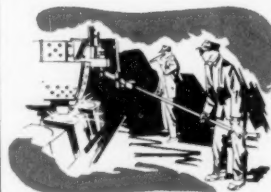
RAW MATERIALS

Georgia is a leading producer of lumber, pulpwood, gum naval stores. Important minerals include clay, limestone, sand, mica, bauxite, iron, gold, silver.



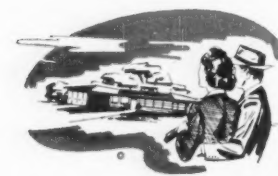
WATER and POWER

Abundant soft, best quality industrial water. Coal is nearby, natural gas increasingly available. Electric power is plentiful, reaches every community in Georgia.



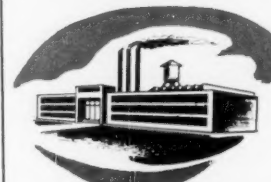
VERSATILE LABOR

Intelligent and quick to learn. Georgia workers enjoy wide facilities for recreation, education and healthful living. Georgia's real "gold" is her people.



MODERATE CLIMATE

Year 'round, assures production every day. Georgia workers maintain higher living standards on any given wage than is possible in more extreme weather.



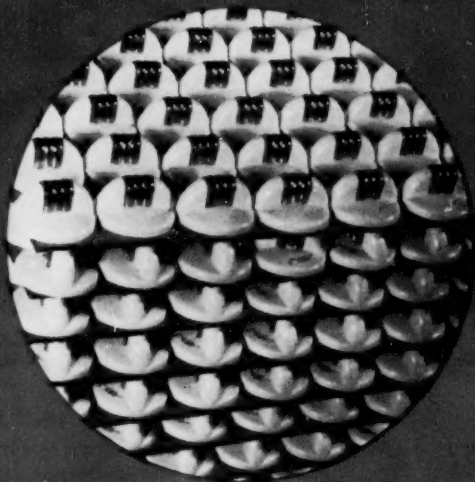
PLENTIFUL SITES

Industry is on the move to Georgia—where an appreciative spirit of welcome awaits new enterprises, for manufacturing or distributing facilities.

Get the facts from Scott Candler, Secretary—Dept. MR-5

GEORGIA DEPARTMENT OF COMMERCE
100 STATE CAPITOL • ATLANTA, GEORGIA

A MANUFACTURERS' RECORD COMPANY SURVEY



THE PATENT BUTTON COMPANY
OF TENNESSEE, INC.

of Tennessee
may be able to help you
produce a better
product at a significant
reduction in cost . . .
The Patent Button Company
Offering
a wealth of know-how
in the
molded plastics field,



The facilities of The Patent Button Company of Tennessee have had to be increased several times in order to keep up with the growth of business. The present plant, shown here, is on a site large enough to allow for a doubling of the physical size when further expansion is needed.

HAVE YOU THOUGHT OF PLASTICS?

Patent Button's Custom Molded Products Could Be Your Key To Greater Profits

By Jouett Davenport, Jr.

KNOXVILLE. Is the squeeze of continuously rising production costs eating you out of house and plant?

If so, and the product you make is relatively small or made up of small parts, it may be that the versatile Patent Button Company of Tennessee, Inc., here can come up with something to relieve the pressure on your budget.

Although historically a producer of plastic buttons—untold millions of them—the company now has its emphasis on a variety of other molded products, including custom-designed items and a wide line of proprietary goods.

In addition to creating entirely new items, the company's research and engineering departments have developed plastic products which are more satisfactory, and less expensive than items formerly made of other materials.

Here is a case in point: In the latter part of 1955, a representative of Patent Button Company called upon officials of O. M. Scott & Sons of Marysville, Ohio, manufacturers of electric lawn

mowers, to discuss use of molded plastics.

After studying the matter and reviewing the possibilities, the Scott organization commissioned Patent Button to develop from a plastic material a rack and pinion gear which is used in raising and lowering the wheels on the electric mower. The gear was then being made from compressed powdered metal.

Patent Button's engineers decided that the best possible material to use on the project was nylon but were by no means sure it would work. After the rack and pinion gear of nylon was made and tested on the mower, however, success of the venture was apparent.

This special company survey was conducted by the editorial staff of *Manufacturers Record* for The Patent Button Company of Tennessee, Inc., Knoxville, and is sponsored by that company.

First the mower was put through a 400-hour test, and the gear worked perfectly. Then the machine was put through a series of drop tests, first from one foot high, then from five feet. The mower was dropped 16 times from the latter height, and still the plastic gear remained undamaged.

These tests proved to the satisfaction of O. M. Scott that the nylon product was actually superior to the old metal gear. It would not break; it would neither rust nor corrode, would operate quietly without getting rattles, and required no lubrication. And, perhaps most important of all, it cost less to produce.

As a result of all this, Patent Button began the manufacture of the nylon gears in quantity on November 20, 1957, and is now producing a large order of the parts for the Scott firm. The process of making these gears is thermoplastic injection molding, a procedure for which the company is exceptionally well equipped, both in machines and experienced personnel.

The company's proprietary line includes knobs, handles and insulating spacers for cook stoves; washers and slides for aluminum windows, various appliance hardware and other items. The firm also specializes in components for textile manufacturing machinery.

Actually, Patent Button is the nation's foremost supplier of stove hardware, having produced and sold approximately 3,400,000 stove knobs during 1957.

Various proprietary knobs are sold to as many as 30 different manufacturers, and the stock line has some 20 current designs. Shipments of the knobs are made to ten companies in Tennessee alone, although business extends to all parts of the nation and into Canada. Inquiries about the products have come from as far as the Philippines and South Africa.

Variety of Uses

The remarkable scope of Patent Button Company's operations may be seen in the following listings of well-known manufacturers who use various items produced by the Knoxville firm.

► "Switch knobs" used on Kenmore electric ranges sold by Sears, Roebuck & Company are manufactured by Patent Button from phenolic plastic. Newark Stove Company of Newark, Ohio, which manufactures the stoves for Sears, said plastic was selected as material for the knobs because it meets the full requirements for the job to be performed. The beauty of the knobs, plus reasonable cost factors, provide additional reason for their approval by the stove industry.

► "Control knobs" molded from phenolic plastic are furnished to Knapp Monarch of St. Louis, along with coffee maker covers also molded from phenolic. The control knobs are used on Knapp Monarch's roasters and on griddles, while the cover is used on the company's coffee makers.

Knapp Monarch said it selected plastic for these applications because the molded plastic parts are very attractive, they meet every physical requirement for the job, and are more favorable price-wise than other materials.

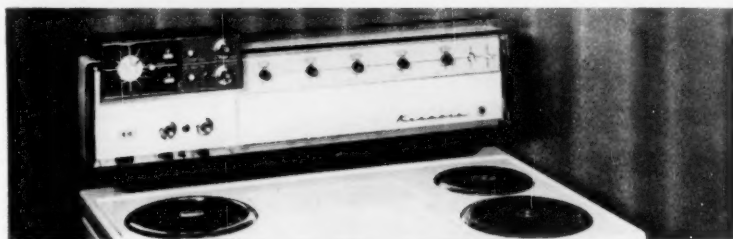
► The Hunter Division of Robbins & Myers, Inc., of Memphis, is furnished "switch knobs," "leg pads" and "trunnion knobs" molded from cellulose acetate and cellulose acetate butyrate plastic materials.

The switch knob and trunnion knob are used on a portable fan, as well as on a window fan. The leg pad is used on a hassock fan.



The switch knob, located at the front and center of this Robbins & Myers Hunter Division fan, and the trunnion knob where the fan housing is mounted to the base, are made of cellulose acetate and cellulose acetate butyrate plastic materials.

The highly utilitarian and beautiful cover for this Knapp-Monarch coffee maker was molded from phenolic plastic, making a highly durable article.



All the attractive switch knobs shown on the control panel of this Kenmore electric range are molded from phenolic plastic.

In addition to meeting all the requirements for the various applications on these products, the plastic items also enhance the appearance of the fans.

► Desert Ray Products, of Garland, Texas, produces a combination electric lawn edger and trimmer which uses several wheels produced by Patent Button Company.

These wheels are molded from a rigid type polyethylene plastic and are used in several positions on the edger-trimmers.

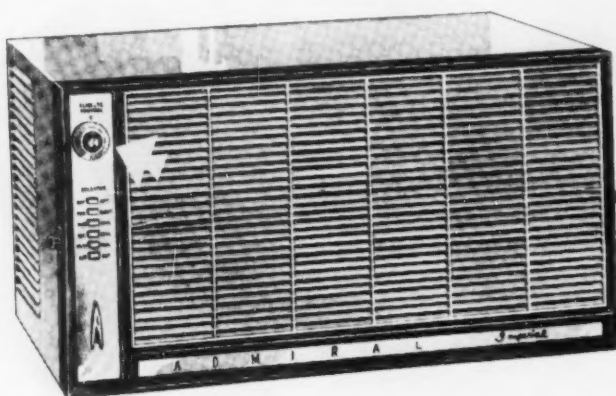
Plastic was selected for these applications because of noise reduction and because the steel which was previously used for these wheels would rust.

According to officials of Desert Ray,

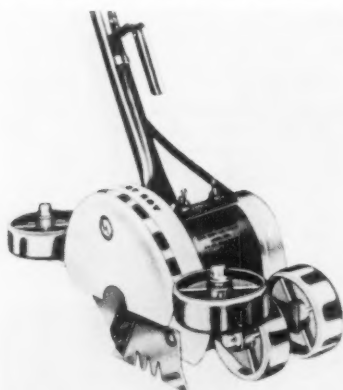
the plastic wheel the company is now using has a much longer life and, since employing the rigid type polyethylene wheel, the firm has received no complaints from customers about operations of the machine.

► Magic Chef, Inc., of Franklin, Tennessee, uses "valve knobs" made from urea plastic on the well-known line of Magic Chef gas ranges. In this case, too, plastic was selected because of beauty, durability and favorable price.

► For Midwest Manufacturing Corporation of Galesburg, Illinois, manufacturers of Admiral brand products, Patent Button furnishes a control knob for Admiral air conditioners and switch knobs for Admiral electric ranges.



The control knob, designated by arrow on the Admiral air conditioning unit, is molded from urea and phenolic materials. The knobs have great durability combined with attractiveness.



The wheels shown here on the combination electric lawn edger and trimmer produced by Desert Ray Products are molded from a rigid type polyethylene plastic and have proved to be very efficient.

These knobs are molded from urea and phenolic molding materials.

Attractive appearance, long life and competitive cost are reasons which plastic molding compounds were used in these applications.

► Produced for the Snapvent Company of Knoxville are "ventilator blanks" molded from both acrylic and cellulose acetate butyrate plastic materials.

The ventilator blanks are made up into a ventilator assembly that is attached to aircraft. Small planes and, particularly, helicopters use these ventilators which can be readily and easily installed, affording a very economical control of ventilation.

According to Snapvent, plastic was selected because it is durable, transparent, of light weight and economical to produce. Also, through the use of the molded plastic part the number of assembly parts was reduced to an absolute minimum. This application is ap-

proximately 15 years old, and has proved to be entirely satisfactory.

► An interesting group of items is produced for the Signal Electric Division of King Seeley Corporation, Menominee, Michigan. These include "switch knobs" and "baffles" molded from high-impact polystyrene plastic, and "brush holders" for a small motor molded from nylon plastic.

The switch knobs and baffles are used on window-type electric fans, while the nylon brush holder is used on a six-and-a-half-inch "Craftsman" saw.

On the fan the switch knobs are used for setting the different speeds and direction of air flow. The baffle serves several purposes. In addition to being decorative, because of its intricate design the baffle was made of plastic because this was virtually the only material which could be formed into such a design.

The baffle also is a switchbox. The top of it serves as a switch nameplate

and has the company's insignia hot-stamped into it. It also serves as a baffle for the air movement to aid in cooling the motor.

The brush holder used in the Craftsman saw is molded from nylon because it can be held to close tolerances and will not crack. Further, it has very high electrical insulating properties.

► The Oak Ridge National Laboratories, an organization operated by the Union Carbide Corporation for the U. S. Atomic Energy Commission, is furnished by Patent Button the component parts for an "identification badge meter."

The four molded components are the filter plate, window, frame, and back housing. All these parts are molded from cellulose acetate butyrate plastic.

ORNL assembles the badge meter with other components, including film packs, which enables it to serve a double purpose—first for identification and, second, for measuring any radiation which an individual may be exposed to.

Plastic was selected because it was the only material that could be molded into the intricate shapes required for all the pieces and to perform successfully the intended job.

► National Presto Industries, Inc., has produced for it a "control housing" and a "dial" molded from a phenolic plastic, along with a "nylon window."

All these parts are assembled into a "control master" which is employed for controlling the temperature of several small appliances manufactured by National Presto.

When the control master is used on the company's electric frying pan, the pans may be completely submerged in water for cleaning.

National Presto officials said they chose plastic for this application because of its heat insulation factor, economics, wide range of design possibilities and end appearance.

► A unique application of plastic material is in the "Penny Kounter" which is produced by Patent Button for the Penny Kounter Company of Knoxville.

Molded from high-impact polystyrene plastic, this item is used for counting and packaging fifty-used pennies.

Plastic was selected because of its dimensional stability, attractive colors available, smooth molded surface, durability, light weight, and because of the fact that it offered all these advantages at a cost less than metal or any other material that could be considered.

► A "knob" and "housing" are made for The Valdale Company, of Asheville,

North Carolina for use on an electric blanket control.

The housing is used as a case for control components, assembled to the case as a chassis for the operation of the blanket. Plastic was selected for this product because of its eye appeal and price.

► Produced for International Metal Products Company of Phoenix, Arizona, is a "nylon drain bushing and nut" which is used on an evaporator cooler.

Previously, the drain bushing was made of brass. This made it a costly item, and it also was subject to corrosion from water waste which the drain bushing handles. In the normal cooler installation, the drain bushing is used to attach a standard gardenhose to the cooler to carry away waste water. Due to the corrosion, it was often impossible to remove the garden hose from the bushing.

However, by switching to nylon plastic, the company has eliminated the corrosion feature and also has eliminated the use of a gasket to seal the bushing to the pan. Thus, International Metal by using plastic in these applications has been able to make a better product at less cost.

► Columbia Products Company of Columbia, South Carolina, a subsidiary of Shakespeare Company, is furnished by Patent Button a nylon "insert." This plastic molded piece is a collet insert under the foregrip in the handle of a fishing rod and, as a collet, is used to grip the ferrule of the rod stock or blade in order to hold it securely.

Nylon was used because it was less expensive than a metal part. It is corrosion resistant and compatible with the aluminum die-cast handle under the conditions to which fishing rods are exposed. Nylon was about the only material that has the right combination of toughness and hardness to perform the necessary job.

► Several nylon "valve bodies" are made for the Fulton Sylphon Division at Knoxville of the Robertshaw Fulton Controls Company.

These valve bodies are assembled into water control valves (Regitherm) by Fulton Sylphon. The items are used on automatic home washing machines, dryers, dishwashers, water softeners, vending machines, drinking fountains, and so on.

For this application nylon was chosen because it was one of few materials that could do the job both economically and successfully. It serves the purpose bet-

ter and at a lower cost than the brass which was formerly used.

► An unusually attractive item, which is made by Patent Button for the General Electric Company, is a pair of salt and pepper shakers molded of urea plastic.

The shakers are designed to fit into a special place arranged for them on the control panel at the back of G-E electric ranges. The grooved section at the bottom of the salt shaker fits over a 15-watt electric element which generates just enough heat to keep the salt dry.

The urea plastic was chosen for molding the shakers because of its stability, and resistance to warping and heat.

► Produced for Preway, Inc., of Wisconsin Rapids, Wisconsin, are "valve knobs" for use on Preway's gas ranges and "control knobs" for use on their electric ranges. The knobs for the gas ranges are made of urea plastic, while the others are molded from phenolic plastics.

These materials were selected by Preway because of their beauty and dura-

bility in the finished product, and the favorable prices.

Launched on a note of optimism remarkable for the period, the Patent Button Company was founded in the Depression year of 1931. Operations were started in a small rented space in a building near Rockford, Tennessee. For production, the firm had the use of one small molding press, also rented.

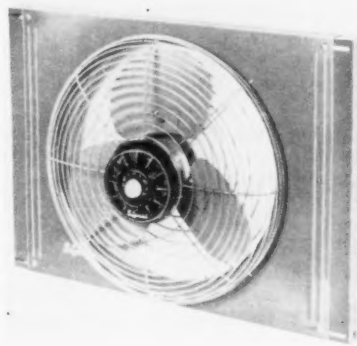
Originally, the organization was known as the Molded Cap Corporation. The first product was a molded bottle cap, like the ones used on sauce bottles. During a period of more than a year the company was engaged in producing caps exclusively, and only one mold was employed.

During that time, however, Molded Cap became interested in the possibility of molding plastic buttons. As a result of much study given to that subject, the company by 1933 had started molding such buttons, and before the end of that year was devoting all of its efforts to the manufacture of that product.

Still operating only one press, the

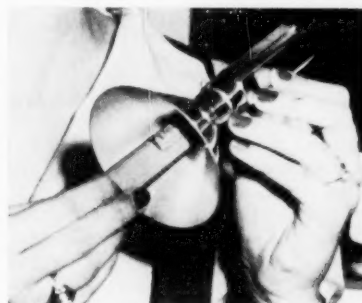


The four compartments of this badge used by the Oak Ridge National Laboratories are molded from cellulose acetate butyrate plastic. The badge serves a double purpose; first, for identification and, second, for measuring radiation.



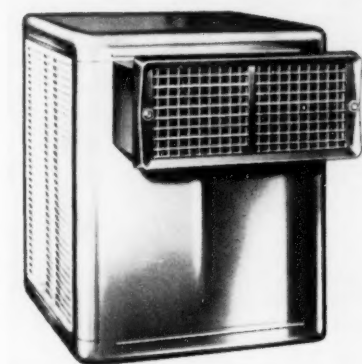
The switch knob in the center of this Signal window fan, and the baffle around the knob, are molded from high impact polystyrene plastic, providing an unusual combination of functional beauty.

Shown here is an unusual article called the "Penny Kounter," which is molded from high impact polystyrene for the Penny Kounter Company of Knoxville. This item is used for counting and packaging fifty pennies at a time.



The Control Master, a product of National Presto Industries, Inc., is assembled from a control housing and a dial made of phenolic plastic, along with a nylon window. In this application the plastic materials were chosen for their heat insulation factor, economy, wide range of design possibilities and end appearance.

A nylon drain bushing and nut are used on this evaporator cooler of International Metal Products. The nylon replaced brass which had been a costly item and also subject to corrosion. The use of nylon resulted in a cost reduction and much greater efficiency.



company had extended its operation to three shifts and hired three more molders. Two men, each using a 64-cavity hand mold, worked on the same press.

While one man had his mold on the press, the other operator had his mold out on the table, taking the buttons off the cavities with old-fashioned tooth-pullers, reloading the getting ready to use the press when his time came. Despite being slow and tedious, the process produced saleable buttons.

In October, 1933, the corporation became connected with the Patent Button Company of Connecticut, which has headquarters in Waterbury. By amendment to the original charter, the firm was renamed then the Patent Button Company of Tennessee, Inc.

At this juncture the growing concern needed more space. To take care of expanding business it purchased two acres of land at Townsend, Tennessee. A small, one-story frame building was built on the site, and operations were begun there in April, 1934.

Until January, 1937, the business remained at Townsend, the growth having

been constant since the expansion into the new building. The result of this growth was that when the decision was made to move to Knoxville there were approximately 35 persons on the payroll. The majority of these people moved with the company and continued in its employ.

Since settling here, the organization has continued to enjoy a long-range expansion of its business, with employment ranging from 150 to 225 persons. Production also has increased proportionately, and much time has been spent in product improvement and in increasing the scope of its activities.

Greatest Efficiency

In the mold department now the operation is on three shifts around the clock, five days a week. In addition to being needed to meet production demands, the three shifts get the greatest efficiency out of the particular types of machines involved and actually result in lower production costs.

It is expected that the whole opera-

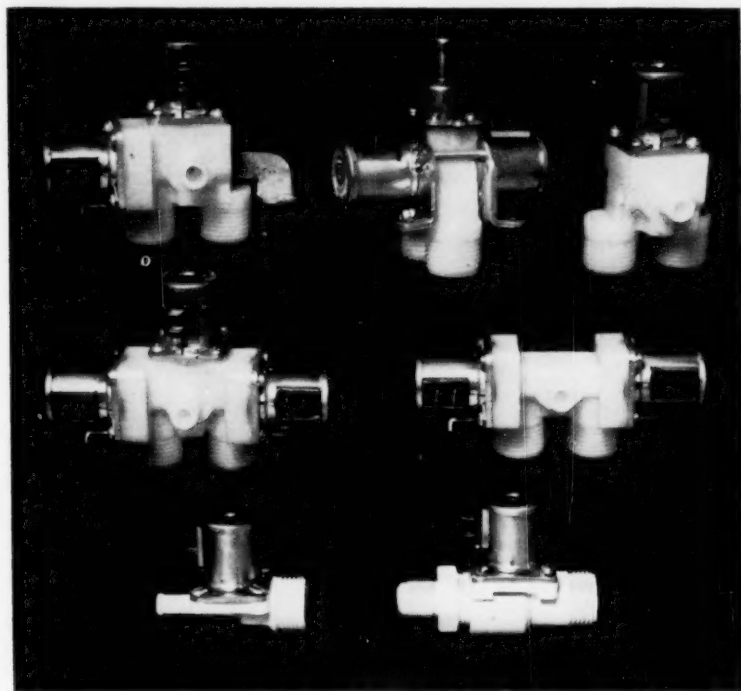
tion will be more than doubled within the next few years. The site on which the present plant is located is large enough to allow for a doubling of the physical facilities, but employment could be doubled in the existing buildings.

The story behind the company's competence, its ability to tackle and solve specific product problems for certain categories of industry, is an interesting saga of growth and know-how gained from long and practical experience. Vital, too, is the outstanding calibre of its executives.

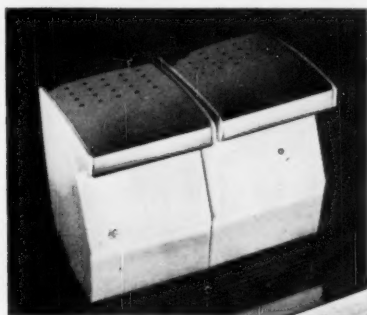
Almost any work day, shortly after 12 noon, the management team of Patent Button may be seen piling into a Volkswagon-bus to go out for a quick lunch.

This pleasant ritual, typical of the comradeship that exists among the company's executives, is an integral part of the close-knit, efficient organization which has won the confidence of hundreds of big-name customers all over the nation and in foreign countries.

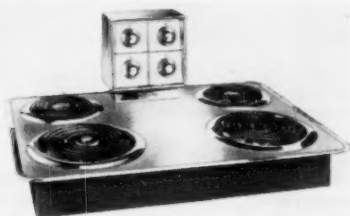
Headed by genial and soft-spoken



These are examples of nylon valve bodies made for the Fulton Syphon Division of the Robertshaw Fulton Controls Company. For this use, nylon serves the purpose better and at a lower cost than the brass which was previously used.



This unusual pair of salt and pepper shakers is molded of urea plastic for the General Electric Company. They are used to fit into a special place on certain G-E electric ranges.



Phenolic plastics are used for molding the control knobs on the electric ranges made by Preway, Inc. Durability and beauty are two outstanding qualities of the finished product.

but firm and direct E. C. Snoddy, president and general manager, the management members work together as pleasantly as they share a table and joke with each other in a local cafeteria. A very important result of this has been that the cooperative attitude of these men has had a salutary effect on the entire personnel structure of the plant. An observer quickly gets the impression that for janitor, plastics molding machine operator, designer, engineer or whatever, Patent Button is a happy place in which to work.

The end result of this is, of course, a consistently high quality product like the millions of molded plastic knobs which the company produces annually for top-brand cook stoves.

How highly this Knoxville firm is regarded may be seen in a little-known event which occurred in the early and disturbed days of World War II.

The time was the latter part of 1942. The nation's war effort was just beginning to get up steam, and acute shortages of various strategic materials were starting to be apparent. One of these getting-scarce materials was copper, a

metal even commoner than the proverbial pig tracks in the form of pennies but which was suddenly needed in vast quantities.

Faced with the problem of not having near enough copper for producing new pennies to meet the normal demand, officials of the United States Mint began looking around for a substitute material. After some investigation they settled on trying a tough plastic to be made as near the color of copper as possible and molded just like a regular Lincoln penny.

Know How Wins Out

The next thing was to find an organization that had the know-how and was set up to produce such an item in quantity. The search didn't take long, for down here they found a company that had produced not only the millions of plastic buttons, but it also had the men and machines to carry out a special assignment.

Thereupon, the Patent Button Company of Tennessee was designated by Mrs. N. T. Ross, director of the U. S.

Mint, to take on the job of "coining" sample pennies out of plastic.

The molds, made in Washington, were brought here under heavy guard and installed in the company's own mold plate base. Still carefully guarded, production was begun and several hundred plastic pennies were produced. So hush-hush was the project that the Government representatives not only whisked away every penny but also gathered up every bit of scrap left over in the molding process.

The plastic samples were pronounced a success, but then the whole project ran into a hitch. It seems that the ersatz coppers were too light to work in vending machines (that was back when things could still be bought with pennies in such machines), and the operators raised such a howl that the Mint had to abandon the idea. It was after that when the "white" zinc pennies were used as substitutes for the copper ones.

It was too bad, Mr. Snoddy said, for his company was set up to produce as many as three million pennies a day.

One of those historic plastic pennies would be the answer to a coin collec-



Dynamic David Adcock is sales manager for Patent Button Company. In the picture at extreme left he is shown looking at a map which has marked on it the locations of some of the company's customers. Above at left is John Henry, chief engineer, discussing a product with Walter Lane, tool designer. These men have many years of experience in the plastic molding field.

tor's dream but, officials of the company report, the Mint representatives made off with every single one, and it may be presumed that they were either destroyed or are lying hidden in some Washington vault. Patent Button Company has proof, however, that the project existed, in the form of correspondence about it between them and Mrs. Ross.

Since that time, personnel of the company has gained steadily in experience and knowledge concerning molding of plastics, and all phases of the operation are well coordinated to insure the highest quality of production and efficiency.

Scheduled monthly for the management team is a meeting at which various departmental problems are aired, and the group is brought up to date on all important developments within the business. Matters often discussed include new products, new materials with which to work, engineering developments, sales plans, the pattern of business during the previous month, and prospects for the future.

In addition to the officers of the company, the group includes all department heads. Thus these meetings provide an opportunity for the exchange of vital information and for keeping all persons concerned informed about the over-all operations of the company.

Experience such as the people of Patent Button have acquired is doubly important in view of the fact that a

great deal of misinformation apparently exists about the plastics molding business in general.

Many have the mistaken idea that just by buying a few plastic molding machines and the necessary materials one can get quickly into the plastic molding business. Since it is, relatively speaking, a young industry, there still is not a whole lot known about plastic molding as compared to other older industries.

Even though there is a great deal of information in technical publications and books on the subject, many times those in the business have to go against so-called standard and acceptable practices in production to produce the plastic part to meet approval of the customer. Thus, experience is an invaluable asset and one that a company must have before it can be successful in the plastic molding industry—successful in the way Patent Button has been.

Another important factor in the plastic molding industry—a factor not unique to it but an absolute must—is tooling. The molding tools on which plastic parts are produced make, in most cases, the difference between success and failure.

In the case of Patent Button, tooling is handled on three different bases. First, in some instances, the company will build the entire molding tool in its own shop. Or, it will build portions of it in its shop, while other portions will be built at one of the firm's regular

outside sources for such tools. In the third possibility, the company may have the entire molding tool built at an outside source. It is noteworthy that in every case Patent Button always designs the tools.

Company officials are very conscious of the fact that because of the importance of having quality tools to produce successfully a plastic molded part, at the estimated manufacturing cost, it is necessary that they be very close to the tooling sources. It is their feeling that plastic tooling is so important that Patent Button would never place a job with an outside source unless the source met all its own critical standards.

For example, Chief Engineer John Henry insists upon visiting the tooling shop, watching them work, seeing the results of other jobs they have performed, and making all the other necessary checks before placing a job with a new tooling source.

All indications are that this procedure has contributed much toward Patent Button's being able to maintain the highest quality standards and still be competitive in production.

Realizing that a quality, product, good service and competitive price are the only things it has to offer to its customers, the company has gone all out to do its best with all three factors.

In the quality control procedure, each molder inspects the part or parts he produces right at the press. In addition, there is another inspector in the mold-



Cheerful Luther Webb, (left), superintendent of manufacturing for Patent Button Company, literally grew up with the organization and knows all phases of plastics molding operations. In the picture above right, Sales Assistant Lester Seaton looks over some examples of the many types of items produced by the company.

ing room who not only checks the quality of the production but also keeps the molders fully informed on what quality standards should be maintained.

Following the check at the press, the parts go to a first inspection group where all production is checked by standard, statistical control methods. Those parts not meeting the strict standards which have been established are 100 per cent inspected to have all defective parts removed.

After that the parts go to the finishing department and are checked again when the finishing operation is completed.

Orders Checked Daily

For rendering the best possible service, Patent Button keeps each customer's order separate, and each order is checked daily in order that the requested delivery date will be met. The aim always is to have the parts in the customer's plant at the time he needs them. Four persons in the company are engaged in keeping a constant watch on the orders.

To offer a competitive price, Patent Button not only maintains its equipment in tip-top condition but also continually purchases newer and more modern equipment for the replacement of that which cannot keep pace with the era of automation. The firm's industrial engineering department keeps a constant watch over production to insure

efficiency and the employment of the latest methods in production.

With only one exception, members of the highly experienced top management group of Patent Button are natives of Tennessee and literally grew up with the company.

President E. C. Snoddy graduated from McCallie preparatory school at Chattanooga in 1915. His first job was that of timekeeper at the John Sevier Yard of the Southern Railway, and he later held positions in the heavy construction field.

From 1933 to 1938 he was purchasing agent for the Tennessee Valley Authority. In the latter year he came to Patent Button and soon thereafter became manager of the then new Custom Plastic Mold Division. In 1945 Snoddy was advanced to the position of vice president and general manager. He was elected to his present status in February, 1958.

In becoming president, Snoddy succeeded David S. Hart of Waterbury who remains as president and general manager of the parent firm, the Patent Button Company of Connecticut.

Active in a number of community endeavors, the Patent Button Company of Tennessee chief executive is a member of the Rotary Club, being a past vice president and director of that organization here, and has participated in local fund drives including the United Fund and others. He also is an officer of the Fifth Avenue Presby-

terian Church in Knoxville.

Snoddy is a member of the Board of Governors of the Tennessee Manufacturers Association and a member of the Society of the Plastics Industry.

His father, John L. Snoddy, was a well-known Chattanooga architect and a member of the American Institute of Architects.

The company's sales manager, David G. Adcock, grew up right here in Knoxville where he attended local schools. He began his career in the engineering design department here of TVA in 1939. He remained in this capacity until he was called into military service in 1942. His tenure with the Air Force included service in Italy.

In 1945 Adcock returned to Knoxville and joined Patent Button Company of Tennessee as a button inspector. Advancing rapidly, he was moved to the engineering department. Within a few years he was made chief engineer, holding that position until 1957 when he was appointed sales manager.

With his extensive experience gained in engineering, Adcock is doubly effective in his sales position as he has an unusual knowledge of the planning and product end of the business.

Chief Engineer John E. Henry is the one in the group who is not a native of Tennessee, but since his arrival at the company he has been well assimilated into the team and is an ardent booster of both Patent Button and the South.

Henry attended high school in

CODE OF THE PLASTICS INDUSTRY

The following is a statement of principles by the Plastics Industry, principles to which the Patent Button Company of Tennessee is pledged to adhere:

Plastic materials challenge industry with new concepts of design, engineering, construction, processibility and usefulness.

The properties of plastic materials, when correctly used, open up great new areas of service to industry and the public.

Improper use can do irreparable damage to the plastics industry, to both manufacturers and processors of the materials.

Therefore, we as manufacturers and processors of plastic materials reaffirm our adherence to the principles upon which the healthy growth of a great industry depends and undertake to:

1. Understand thoroughly the properties and limitations of all plastic materials handled by us.
2. Apply the correct plastic materials to all industrial end uses, designing and engineering them for maximum value, performance and safety.
3. Use great care to select the correct plastic materials for all consumer items, designing and engineering them to insure value, satisfaction, safety and pleasure to all users.
4. Sell plastic materials, and all

industrial and consumer items made therefrom, on the merits of the materials, applications and design, and free of extravagant, insupportable claims.

All to the end that plastic materials already available, and others that may come, will bring to industry and public alike all the benefits, economies and satisfaction inherent in these versatile engineering and construction materials.

Manufacturing Chemists' Association, Inc.

(Signed) President
William C. Foster

The Society of the Plastics Industry, Inc.

(Signed) President
John O'Connell

Proprietary Plastics Manufacturers Association

(Signed) President
Richard A. Winter

The Society of Plastics Engineers, Inc.

(Signed) President
John W. La Belle

Plastic Coatings and Film Association

(Signed) President
S. Ernest Kulp

The Patent Button Company of Tennessee

(Signed) President & General Manager
Edw. C. Snoddy

Toledo, Ohio. He studied mechanical drafting at Toledo University, a four-year course, and took a three-year course at night school in mechanical engineering.

His 20 years of experience in plastics molding includes having held positions in the plastics division of Owens-Illinois Glass Company. After several years there he went to Continental Can's plastics division as assistant to the chief engineer in 1945, and a year later rose to chief engineer. In 1949 Henry left to become plant manager of the Anchor-Hocking Glass Company's plastics division plant in Lancaster, Ohio.

Following this, in 1951 he joined the Earl Fisher Plastics Company, Columbus, Ohio, as plant manager and vice president of the firm. There he had the

assignment of setting up and getting started the company's plastics molding facilities. Then, in 1956, Henry became affiliated with the Highland Plastic Company of Mount Clemmons, Michigan, as general manager. While there he did a special development job for a new type of injection molding machine.

Henry came to Knoxville and Patent Button in January, 1957. About this move, he says: "I like the set-up here, the people, and the climate of this area."

The chief engineer is a member of the Society of Plastics Engineers, Inc., and is listed in Who's Who in the Midwest.

Henry is captain of the company's bowling team which bowls in the Knoxville commercial league. His favorite recreation is going for a jaunt in his cabin cruiser on the Tennessee River.

Luther A. Webb, superintendent of manufacturing for Patent Button, was reared in Blount County, Tennessee. He began his career with the company in April, 1937, as operator of a press in the molding department. After getting this valuable training, he was advanced a year later to the position of shift foreman in button molding.

Then, in 1944, he became foreman in the pre-forming department, and the next year moved up to his present position. His responsibilities include the supervision of all steps from the actual molding of a product, on through the finishing operation—literally the whole manufacturing end.

In his own words, Webb has "done a little of everything in the business" and knows it "from the ground up." He described his work as "a very challenging job and getting more so all the time."

Since he got into the business close to the time that development of modern plastics moldings techniques was begun, Webb has a rare background of knowledge to contribute to the company.

Assistant treasurer Glenn Morris, whose entire business career has been with Patent Button, grew up in the Knoxville area. After attending business school, he went with the company in 1940 as a general office clerk, serving in that capacity until he was called to military duty in 1943. He served in the Air Force as a bombardier, and following his release in late 1945 he returned to the company here as bookkeeper.

Morris was promoted to the position he now holds in 1948 and subsequently was made an officer in the company. He notes that Patent Button has enjoyed "remarkable growth" in the years since he began his first job there.

Morris' training includes attendance at St. Vincent College in Pennsylvania and special work at the University of Tennessee.

Merit Rating System

Another factor which has contributed materially to the efficiency of operations at Patent Button is its merit rating system.

Under this system, each foreman will as often as necessary rate the individuals working under him in various aspects of their particular jobs. Periodically the foreman will call in particular individuals for a talk, and at that time he will point out any mistakes which the individual may be making and will help him to try to overcome them.

The foreman also will recognize good

points and encourage the workers in their efforts to get ahead. The management takes the view that when a worker is doing his best to carry out his job in an efficient manner, he has a right to expect his foreman and the company to recognize these efforts.

Each individual's merit rating gives management information about how well he is doing on his job and enables the executives to know best who to choose when openings for promotions occur. All merit ratings become a part of each employee's record in the personnel office.

In this way the company management is at all times fully aware of the progress that each individual employee is making. As a result, the executives are better able to make the proper decisions when opportunities for promotions occur.

This, in turn, assures that the firm always is making the best possible use of its personnel. It also gives the employees the feeling that they are being treated fairly and that they have the opportunity to get ahead in their work.

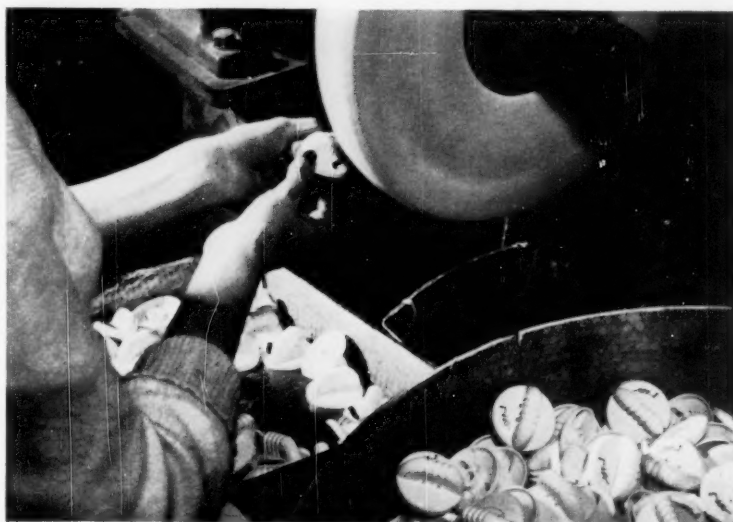
Employees' Manual

Such things as the Merit Rating System are set forth in a remarkably comprehensive Employees' Manual which Patent Button furnishes to each worker.

The manual is unusual also in that in addition to answering almost every conceivable general question that a worker might have, it is written in a direct, uncomplicated manner which makes for both easy reading and immediate understanding.

Subjects covered, besides those mentioned, include a history of the company, an explanation of what the organization does and how it does it, the pattern of administration, function of the foremen, personnel practices and policies, details about the payrolls, things to do with personal business, hours and attendance, a listing of company services and facilities, safety procedures, workmen's compensation and group insurance, and the general company rules and regulations.

This booklet is another indication of the thoroughness of Patent Button Company of Tennessee's efforts to provide every possible aid to maintain and constantly improve communications within the plant, along with worker morale and efficiency.



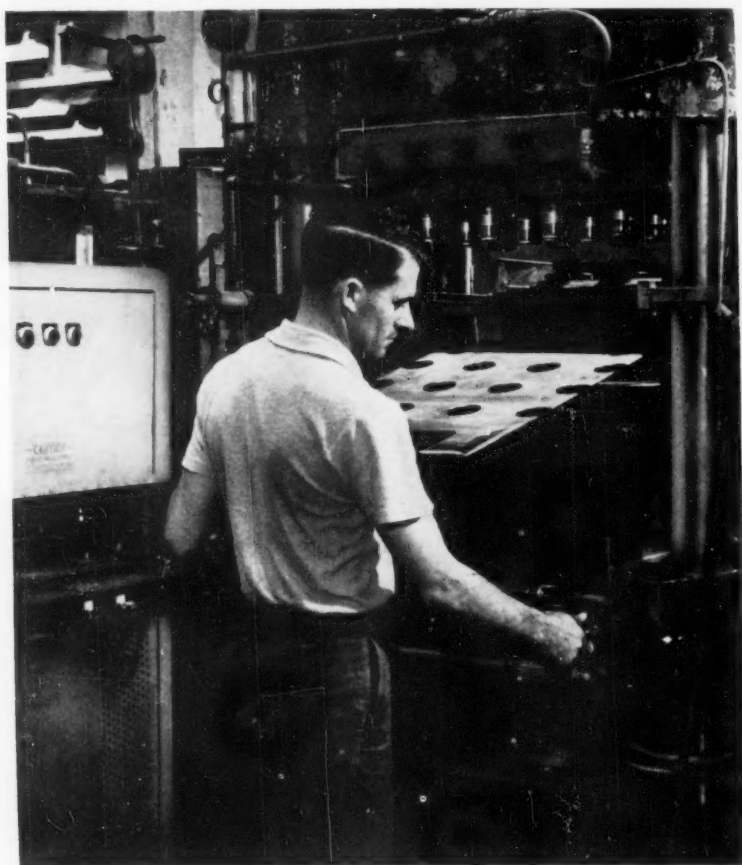
This is a buffer operation at the Patent Button plant. The purpose is to remove excess paint from molded knobs to leave the numbers or letters showing in a dark color against the white knob, as shown in the bin at lower right of the picture.



An interesting product of Patent Button is this film ring badge used at the Oak Ridge National Laboratories as a device for the measurement of radio-activity.



This is a sanding operation to remove excess "flash" from stove knobs after they have come out of the molding press. After the sanding they are perfectly smooth.



In operation here are semi-automatic compression molds. With its 12-cavity mold the machine can produce 12 to 15 thousand items every 24 hours. A 24-hour shift basis results in greater production efficiency at Patent Button Company.

In discussing the business outlook, President Snoddy says that over-all sales in the plastics molding field are "very good." Gains in this category have been such that the company—while continuing to make vast quantities of buttons—no longer has buttons as its main product, as mentioned earlier in this report.

Although the company has been in the custom plastics molding business for a long time, it is actually just during the past ten years that the greatest growth in this category has occurred. And, according to Snoddy, in the past decade the dollar volume of this business has increased four-fold.

He explains that among the reasons products made of molded plastic have gained so rapidly in popularity is that, as has been cited here, it is constantly being demonstrated that various types of plastics can and are being used to replace other material—very successfully and at less cost.

Continued rapid growth of this trend is anticipated because of the constant

development of new and better raw materials with which the plastics molding industry can work.

Plans For Future

"A year or so from now," says Snoddy, "we probably will be making fine finished products from materials that possibly do not even exist now or that are merely in the experimental stage. The field for further development of synthetics is almost unlimited, and with the growth of know-how and experience that has been and is occurring in the industry, I anticipate that not only will there be a lot of new plastic materials from which to work but also significant gains in the quality, strength and durability of the products to be made from those materials," he adds.

In recognition of this, the entire Patent Button Company organization is keeping abreast of all that is new both in raw materials and in production methods, techniques and facilities.

The chief basic raw materials now

being used for various products of the company currently include: For thermoset products—urea, melamine, phenolic and alkyd; for thermoplastics—polystyrene, cellulose acetate, butyrate, nylon, polyethylene and acrylic.

In the thermoplastic group are those plastics which become soft when exposed to sufficient heat and harden when cooled, no matter how often the process is repeated.

The plastic materials belonging to the thermosetting group are set into permanent shape when heat and pressure are applied to them during forming. Re-heating will not soften these materials.

The nylon gear made for the electric lawn mower is an example of a thermoplastic product made by Patent Button Company, while the stove knobs are items made from thermoset plastics.

A recently published booklet of the Society of the Plastics Industry, Inc., notes that plastics rank today as one of the few billion-dollar industries in the

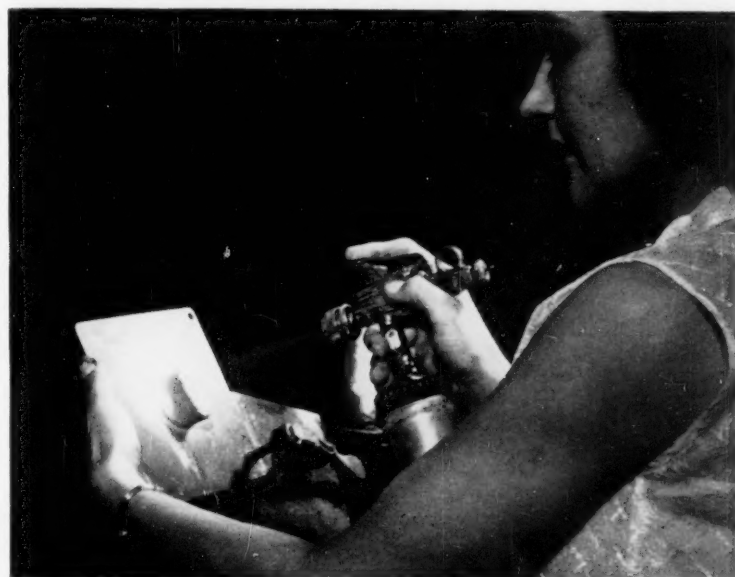
United States. It also is one of the fastest growing, with a 300 per cent gain in output during the past decade.

Concerning this growth, the report says: "In part, this can be attributed to the development of new plastics to broaden the field of application. Even more, it is indicative of plastics' ability to produce equally good products at a lower cost, better products at the same cost, or products that could not be manufactured at all without them."

In brief, the Society explains, plastics are man-made materials, in contrast to nature's materials like wood and metal. A generally accepted definition is: "Any one of a large and varied group of materials consisting wholly or in part of combinations of carbon with oxygen, hydrogen, nitrogen and other organic or inorganic elements which, while solid in the finished state, at some stage of its manufacture is made liquid, and thus capable of being formed into various shapes, most usually through the application, either singly or together, of heat and pressure. Plastics are a family of materials—not a single material—each member of which has its special advantages."

Further, since they are man-made, plastics raw materials are capable of being variously combined to give almost any property desired in an end product. But these are controlled variations, unlike those of nature's products.

The Society adds: "The widespread and growing use of plastics in almost every phase of modern living can be credited in large part to their unique



This scene is in the finishing department. Here a girl is spraying a knob that will go on a Magic Chef gas range. The operation contributes toward the excellent finish characteristic of all Patent Button Company's products.

combinations of advantages. These advantages are: Light weight, range of color, good physical properties, adaptability in mass-production methods and, often, lower cost."

Because this is true, more and more manufacturers of various products are turning to some type of plastic items for use in their operations, and that is where a company like Patent Button comes in. When a customer comes to them with an idea, Patent Button has the skilled personnel to offer technical

assistance for product, mold, and fixture designs.

The company also has a research laboratory for product development and material compounding analysis.

The tool room, mentioned earlier, is fully equipped for accurate turning, shaping, milling, boring, grinding, lapping, polishing, duplicating, hobbing and heat-treating. These facilities, combined with highly trained supervision and skilled craftsmen, assure the finest in molds and molded products.

Included in the molding are 46 compression and plunger presses, ranging from 10-ton to 540-ton capacity. Injection equipment includes machines in capacities from four ounces to 28 ounces. Along with the molding equipment is included electronic preheating equipment ranging up to 12 kva capacity.

For preforming, twelve single-stroke and rotary preformers are individually housed to assure against contamination.

For finishing and assembling, there are automatic assembly fixtures to do drilling, tapping, sanding, buffing, polishing, filing, tumbling and spray painting. More than 10,000 square feet of the plant floor space are utilized for complete and economical finishing of all plastic moldings.

In the all-important quality control, which begins with thorough inspections at the molding press, the use of modern



Each stove knob produced by Patent is carefully inspected to insure a top-quality item for the customer. Being inspected here are "spin free" knob which are made in such a way that a stove cannot be accidentally turned on by a child.

PATENT BUTTON COMPANY



Patent Button Company President E. C. Snoddy is shown in a typically relaxed pose in his comfortable office from which he directs the extensive operations of the organization.



Helene Bowers (left), senior payroll cost clerk, and Glenn Morris, assistant treasurer, look at the largest and smallest items made by Patent Button. The largest is a part for a Philco-Bendix washer, while the smallest, held between Mr. Morris' fingers, is a plug for a Control Master.



Ann Shipe, one of Patent Button's highly skilled inspectors, is shown here amidst an extensive array of stove knobs. The company in the course of a year produces close to four million of these items.

methods and multiple gauges guarantees constant maintenance of high standards.

Adequate facilities for shipping and receiving serve Patent Button Company. There are private sidings of both the Southern Railway System and the Louisville & Nashville Railroad lines.

For motor freight, there is a dock which will accommodate six trucks simultaneously. When extra-quick service is needed, the Knoxville Airport is only 13 miles away where several major and local-service airlines offer around-the-clock schedules for air freight and air express.

Convenient Shipping

Using trucks, Patent Button can make shipments of finished products to the New York City area by the second morning after departure from Knoxville. Cincinnati and Atlanta can be reached overnight, while Chicago, New Orleans, Detroit, and St. Louis get third morning service.

For its West Coast customers, Patent Button can have a truck shipment in Los Angeles by the seventh morning.

Thus, Patent Button Company is located in a place that has been described by a New England firm as "ideally located" for national distribution.

While the production of plastic buttons has become subordinated to other and broader fields at Patent Button Company, the output of these items is still considerable and is a most interesting operation.

From the raw material a machine produces first a sort of "pill" which is to be shaped under tremendous heat and pressure into buttons. These buttons-to-be actually look like aspirin tablets before they are put into the form to be molded.

After the buttons are formed, they are carried through a process which removes any rough edges; then they go through an extended polishing process during which they are rotated for several hours in special drums.

When this is completed, the buttons—spread out on a wide, slowly moving belt—go through a careful check under the close scrutiny of skilled inspectors. Any button showing the smallest flaw is pulled out during its passage under the inspection check.

For shipment, the buttons are packed into containers in a quantity called a "great gross." And, as individual buttons go, this is a quantity almost too great to be counted.

Robert Cockrum is shown at work by one of the huge injection presses at Patent Button Company. Equipment such as this enables the firm to produce items quickly, efficiently and in large quantities.

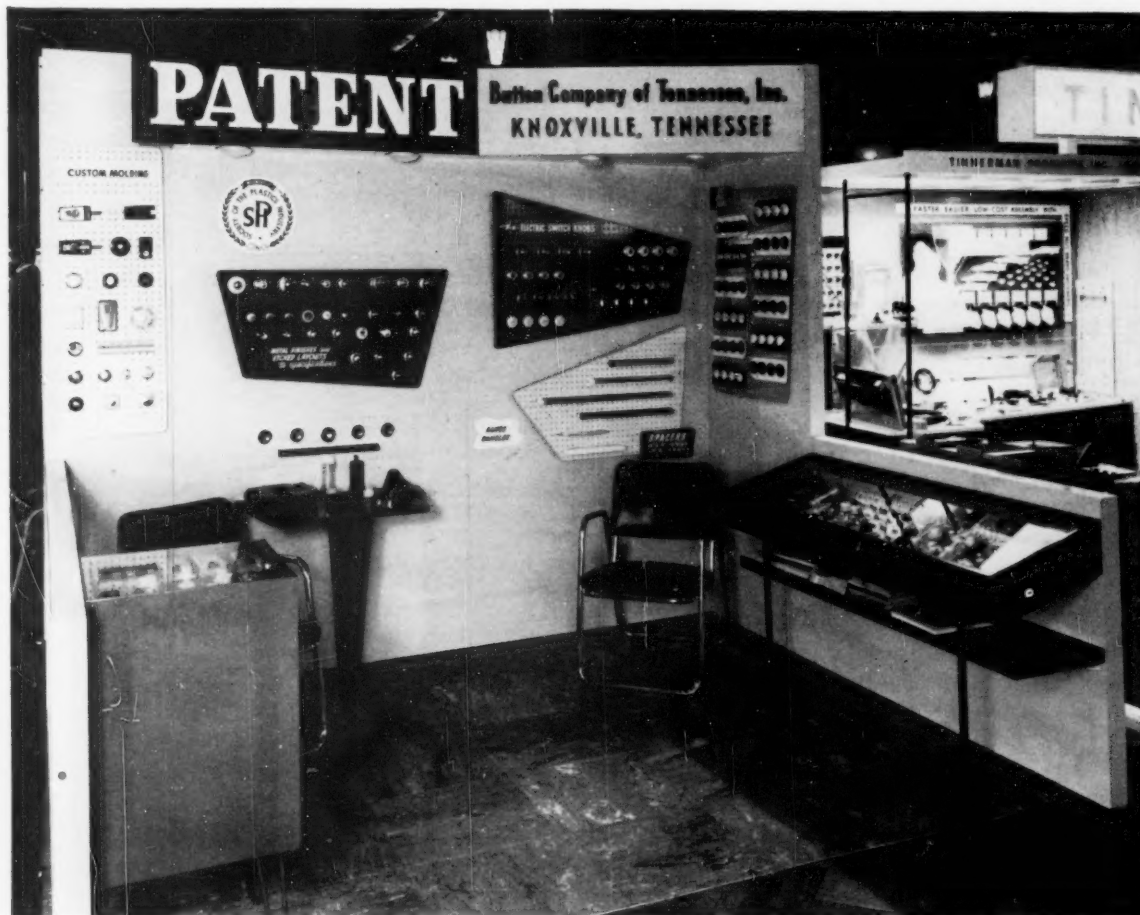


Shift Foreman Allen Brymer is checking here on an injection press molding a snap vent casing, which is used on helicopters. The machine can mold 4,000 of the casings on a 24-hour production schedule.

Operator Horace Maples is working here with a plunger mold. Being produced in this particular operation are housings for the Control Master used on National Presto's electric skillets.



PATENT BUTTON COMPANY



Every year the Patent Button Company of Tennessee has a special exhibit at the annual Institute of Appliance Manufacturers which is held in Cincinnati the first week of June. Shown above is an example of the company's exhibit, featuring outstanding molded plastic products.

However, remarkable accuracy as to the number of buttons going into a customer's order is maintained by a weight check. The scales are so sensitive that one small button added in a large container of buttons being weighed is sufficient to show on the scales.

During World War II the Patent Button Company was a major supplier of buttons for Army uniforms. In fact, 25 per cent of all the plastics material allocated by the War Production Board for the production of buttons went to the Knoxville firm. Patent Button during the war also produced valves for gas masks, flare release handles used in combat planes, and cups for fire bombs.

In addition to the headquarters staff, Patent Button has sales agents covering all the states, and Canada. These agents, their addresses, and the territories they cover are as follows:

Harold F. Anderson, 960 Harper

Ave., Detroit 11, Michigan; Michigan exclusive of the Peninsular.

H. D. Campbell Company, 501 Jones Building, Seattle 1, Washington; Oregon, Washington and British Columbia.

H. Lee Davis, Box 5091, High Point, North Carolina; Virginia, North Carolina, and South Carolina.

Edwards Sales Agency, 3687 Market Street, St. Louis 10, Missouri; the Southern portion of Illinois, and Missouri.

Electrical Manufacturers Service, Box 128, 105 Hillside Avenue, East Williston, New York; Connecticut, New York, Eastern Pennsylvania, Massachusetts, New Jersey, Delaware and a portion of Maryland.

Evans-Baucom & Associates, 600 Ohio Merchants Building, Massillon, Ohio; western portion of Pennsylvania, and Ohio.

J. B. Fleming, 1224½ South Atlantic

Boulevard, Los Angeles 22; and Vern Silva, 3124 East 14th Street, Oakland, California.

Jess Logan Fresh & Associates, Inc., Box 7186, Ludlam Station, 5930 S. W. 44th Terrace, Miami 55, Florida.

Gordon Hatch Co., 531 W. Wisconsin Ave., Milwaukee; eastern portion of Wisconsin and the Michigan Peninsula.

Fred M. Gaby & Company, 21 King Street, Toronto, Ontario; Canada.

L. E. Offutt Co., Inc., 431 N. Dunlap St., Memphis, Tennessee; Arkansas, Louisiana, Mississippi, Alabama, and western portion of Tennessee.

Fred I. Tourtelot Company, 407 South Dearborn Street, Chicago 5; northern portion of Illinois.

Volco Company, 331 South 16th Street, Minneapolis, Minnesota, and 215 Kahl Building, Davenport, Iowa; Minnesota, Nebraska, Iowa, North Dakota and western Wisconsin.

NEW PRODUCTS

NEW PRODUCTS

► Steel curbing as an edging and separator for lawns, flower beds, driveways, public parking areas and similar installations is becoming increasingly popular, according to the leading manufacturer of the product, Joseph T. Ryerson & Son, Inc. It is less expensive to install than are concrete curbs, may be installed more quickly, and is not subject to cracking or breaking it is rot-proof, and may be taken up to relocate simply and easily. Additional information may be obtained from Joseph T. Ryerson & Son, Inc., Box 10006, Charlotte 1, N. C.

► Anderson Electric Company of Birmingham is producing a series of Hot Line Stirrup Clamps, usable with either copper (BBS) or aluminum (AAS) Main Secondaries. This series of Stirrup Clamps has two individual contact pressure mechanisms, and can be supplied with either hex head bolts or eye stem bolts. Safety is provided the operator in either case, as the gripper is always permanently attached to the stem. Use of these clamps is recommended for the protection of the main cable from arcing, pitting, burning, and mechanical damage caused by recurring tap disconnections. A heavy extended "duck bill" is incorporated in the stirrup to enable easy application and cool operation.

► A corrosion inhibiting, liquid Neoprene protective coating with a "built-in" primer is an unusual new product of the Charleston Rubber Company. It has multiple uses in solving industrial, marine, transportation equipment, agricultural and other maintenance problems. "Charcote CIC-1" makes possible substantial savings of material and labor costs normally required in application of primer coats, and this new and superior protective rubber-coating has many other advantages. Outstanding are ease and flexibility of application, long lasting resistance to weathering, chemical fumes, salt spray and corrosion creep; also, amazing resistance of its hard, tough and yet flexible film to impact and abrasion. Contact Charleston Rubber Co., Stark Industrial Park, Charleston, S. C. for details.

► Six new compact accessories that will greatly expand the range and usage of the Single and Dual "recti/riter,"

rectilinear galvanometric recorders, have been developed by Texas Instruments Incorporated's Industrial Instrumentation Division at Houston. Designated "Series 300," that will offer the widest ranges available for recording electrical parameters. Write Texas Instruments Incorporated, 3609 Buffalo Speedway, Houston 6, for more information.

BOOKS AND REPORTS

Tenite Polyethylene, Eastman Chemical Products, Inc., Kingsport, Tenn. 36 pp.

Plant Engineering Practice, F. W. Dodge Corp., 119 West 40th St., New York 18. 704 pp.

Your Magic Emotion Power, by Eugene J. Bengel, Prentice Hall, Inc. 185 pp. \$4.95.

Diamontex, A New Concept in Acoustical Ceilings, Diamond Manufacturing Co., Wyoming, Pa.

Supervisor's Thinking on Current Issues, No. 5, National Management Association, 321 E. First Street, Dayton 2. 16 pp. .50.

The Relation to Rank of the Apparent Composition of Volatile Matter from Some Alabama Coals, Alabama State Mine Experiment Station, School of Mines, University of Alabama, University.

Growth and Movement of the Texas Population, 1940-1957, Texas Business Review, March issue, Bureau of Business Research, University of Texas, Austin 12. 24 pp. .20.

Texas Resources and Industries, Selected Maps of Distribution, Bureau of Business Research, University of Texas, Austin 12. 67 pp. \$1.

Aircraft Steels and Specifications, Joseph T. Ryerson & Son, Inc., Box 10006, Charlotte 1. 68 pp.

When People Profit, by Roger M. Blough, United States Steel Corp., 71 Broadway, New York 6. 17 pp.

Reynolds Aluminum Chemicals, Reynolds Metals Co., 2500 S. Third St., Louisville. 48 pp.

Resisting Business Contraction, Report of the Committee on Economic Policy, Chamber of Commerce of the United States, Washington 6. 17 pp. .50.

Function of the Consumer in a Free Choice Economy, by Dr. Leland James Gordon, Calvin K. Kazanjian Economics Foundation, Inc., P. O. Box 431, Westport, Conn. 51 pp.

Steel and Inflation, Fact Vs. Fiction, United States Steel Corp., 71 Broadway, New York 6. 292 pp.

Problems in the Development of the BCR Automatic Coal-Fired Packaged Steam Generator, by Paul O. Kock, Bituminous Coal Research, Inc., 121 Meyran Ave., at Forbes, Pittsburgh 13. 12 pp.

Hosiery Mill Supply Directory, 1958 edition, Howes Publishing Co., Inc., 44 E. 23rd St., New York 10. 82 pp. \$2.50.

Power Reactor Technology, Prepared by General Nuclear Engineering Corp. for the U. S. Atomic Energy Commission, P. O. Box 1001, Oak Ridge. 69 pp. .55.



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NEW YORK CONCLAVE MAY 26

SASI Announces Speakers For Southern Market Meet

National attention will be focused on the South as a prime marketing area during sessions May 26 in New York City of the business forum to be presented by the Southern Association of Science and Industry.

With the theme "Researching Southern Markets," the one-day meeting is a follow-up of the First Southwide Market Research Conference which was held last summer in Miami.

At the New York gathering, two basic types of market analyses will be treated. The morning session will feature a discussion of the quantitative aspects of booming industrial and consumer markets throughout the South, while at the afternoon session the spotlight will be on a qualitative study of the Southern market.

The importance of careful consideration of quantitative aspects in the region's markets may be seen in the fact that great population shifts and increases, and unabated industrial development, have brought about many changes in statistics compiled just a few years ago. Further, rapid urbanization, plus rural population changes, have created many difficult problems both in counting and predicting markets.

A trio of well-qualified executives, experienced in analysis of market trends, will be on hand to guide the forum through the morning part of the meeting.

The three are **Dr. Frank J. Soday**, vice president of the Chemstrand Corporation, Decatur, Alabama; **W. Wailes Thomas**, general public activities manager for Southern Bell Telephone and Telegraph Company, Atlanta, and **J. Shirley Gracey**, vice president of the Florida Power Company, St. Petersburg.

The luncheon address will be given by **Arno H. Johnson**, vice president and senior economist of J. Walter Thompson Company, New York.

At the afternoon session, which will be concerned with the actual size and pattern of markets and distribution in the South, another group of experts will present their views.

In this group are **William W. Neal**, president, Liller, Neal, Battle and Lindsey, Inc., Atlanta; **Earl T. Van Sciver**,

executive vice president, First Research Corporation, Miami, and **Bert Ferguson**, general manager of Radio Station WDIA, Memphis.

Following the morning and afternoon sessions, will be discussions to be participated in by market research leaders from outside the South.

Chairman for the whole program will be **Philip W. Moore**, president of The First Research Corporation and president of the Southern Association of Science and Industry.

Dr. Soday, currently chairman of the board of trustees of SASI, is nationally

insurance and real estate business. He is a member of and holds or has held offices in a number of professional, civic and social organizations.

Neal, who will lead off the afternoon session, is a graduate of the University of North Carolina. His entire career has been spent in the advertising business, and the company he heads, formed in 1940, has grown to become one of the leading advertising agencies in the South. He also has been a leader in a number of various civic and business organizations.

Van Sciver, a graduate of Princeton University, has 10 years of diversified experience in manufacturing construction and real estate. He is an economist, research and management consultant in marketing, as well as consultant to industrial and commercial firms.

Ferguson had devoted his entire busi-



JOHNSON



GRACEY



FERGUSON



NEAL



VAN SCIVER

Market forum speakers pictured left to right, Arno Johnson, J. Shirley Gracey, Bert Ferguson, William Neal, and to right, Earl Van Sciver. Not pictured are Frank J. Soday, the Chemstrand Corp., and W. Wailes Thomas, the Southern Bell. Philip Moore, SASI President is chairman of the forum.

known for his authoritative studies on the Southern industrial market and is in constant demand as a speaker before various business groups.

Thomas, second speaker of the morning session, will outline his company's methods of determining population trends, growth potential and what industry can expect in the future. Probably no other company has engaged in so comprehensive an analysis of the region's markets as has Southern Bell. Its experience has made available a wealth of data otherwise unobtainable.

Gracey, well-known for his incisive analyses of the growth and nature of the South's industries, is a graduate of the University of Florida. Prior to joining Florida Power he operated his own

business career to radio work. He is a graduate of Memphis State College, through which he worked his way, and is active in a number of church, club and civic endeavors.

Luncheon Speaker Johnson, a Jacksonville, Florida, native, was graduated from Michigan State University and the Harvard Graduate School of Business Administration. After two years as research supervisor at the Harvard Bureau of Business Research, he joined J. Walter Thompson and has been on various assignments with that agency for the past 31 years.

If you are interested in attending this forum, contact William Pruett, SASI administrative officer, Conway Building, North Atlanta 19, Ga. CE4ar 3-4015.

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Florida Land Wanted!—Firm with nationwide experience in real estate development and promotion is interested in teaming up with owner of large South Florida tract. Desire promising area large enough for long-range project involving development of residential and commercial sections. Contact MR Box 5-206.

For Sale

Locate In Northern Florida—where the climate is great, away from snow and ice. Large factory-warehouse building on 6 acres for sale. • Away from Congestion • Steam and Electric Power • Railroad Sidings • Good labor supply • Centrally Located • Plentiful water supply. Contact MR Box 5-617 for full information.

BEAT NEW COST

7 available DW-21s. A-1 condition. Good rubber. Priced right to sell. 22-B, 38-B & 54-B Shovels. All ready to work. MR Box 5-710.

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Situations Wanted

Manufacturing Executive—College graduate—age 38—desires position with Southern firm. Experienced in developing new ideas and initiating programs which result in good over-all operations. Has directed production, budgeting, personnel and industrial relations. Extensive record of accomplishment in all phases of plant management. MR Box 5-675.

Sales Representative—Seeking Southern territory. 16 years experience. College graduate. Age 35. Top in all respects. Contact MR Box 5-676.

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**Colonel
M. R.
Says**

CONFIDENCE

Following half a century of a remarkable career in the banking business, the aging founder of the now huge institution was asked by a feature writer about how he got started. "It was right simple," the bank president replied. "First of all I hung me up a sign that said 'Bank.' Soon a feller came in and gave me a hundred bucks to put on deposit. Then another one came with two hundred bucks, and by that time my confidence had reached such a point that I put in 50 dollars of my own money."

WELCOME?

A bright young man who had been born and reared in a small south Alabama community went to Birmingham and made quite a name for himself in business. It was eight years later when he finally got back to visit his birthplace, and he was disappointed at seeing no one to greet him when he alighted from the train.

Discouraged, he went looking for the station master who had been a boyhood friend. He was about to extend a hearty greeting when the station master exclaimed, "Why hello, George, going away?"

POOR

The Colonel opines that most folks stay poor and unhappy till they get to be forty—after that they get used to it.

CAMPUS PICK

The candidates for the "best all-around boy" had been narrowed down at a Virginia college, and the final decision hinged on the answers to such campus subjects as dating and opinions of the opposite sex.

The leading contender was asked: "What is the first thing you notice about a girl?"

"That," he declared, "depends upon which way she's going."

EGG-ZACTLY

The first-graders at a New Orleans school were getting an arithmetic lesson, and the teacher was trying to use a practical example to get over a point in addition.

Calling on bright little Henry, she asked: "If I lay one egg on my desk and two others in my chair, Henry, how many will I have?"

"Personally," observed Henry, "I don't think you can do it."

BIG SHOT

The Colonel adds a parting comment that a big shot is a man who has just kept on shooting.

★ THE SOUTH'S HONOR ROLL ★

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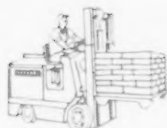
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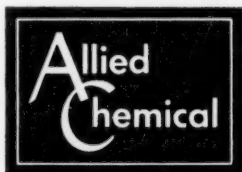
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